

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIX.

NEW YORK, APRIL 23, 1902.

No. 4.

THE PEIRCE SCHOOL.

STORY OF ONE OF THE LEADING COMMERCIAL COLLEGES IN THE UNITED STATES.

By John H. Sinberg.

When the editor of *PRINTERS' INK* asked me for a contribution to the School Edition, it was but natural that my first thought should be of the Peirce School, because of the high standing and prominence it has attained during its existence of over thirty-seven years. I called on Mr. Louis B. Moffett, the business manager, who welcomed heartily the representative of the Little Schoolmaster. When I explained my errand, Mr. Moffett brought out a number of scrap books, neatly pasted and numbered, containing sample advertisements, etc.

"If I were to commence telling you the story of Peirce School, it would doubtless take much longer than either of us anticipates, and even then I might overlook some important information. Therefore, just help yourself, and, after you have looked through this accumulation of printing, if you still lack details, please command me," said Mr. Moffett.

I then started in with the first

scrap book and initial catalogue and perused everything in my possession.

When Doctor Peirce started his school, in 1865, business education was practically a new and untried field. In looking over the yearly announcements which he published, it is interesting to observe how his course of training grew and developed in response to the needs

and requirements of business men. It is evident that his idea was to find out what young people should know and what training they should have in order to make them acceptable to those who were to employ them.

A story of Peirce School necessarily means a story of its founder, Doctor Thomas May Peirce, A. M., Ph.D., for his strong personality is stamped upon every department of the institution.



THOMAS MAY PEIRCE, A. M. PH.D.
Founder of the Peirce School, Phila.

Doctor Peirce was a born teacher, and prior to the establishment of the school which bears his name, taught in the public schools of Philadelphia, being Supervising Principal of the Mount Vernon Grammar School for a number of years. Therefore when he established the Peirce School, he possessed sound judgment and ripe experience which qualified

him to exercise proper diligence and care in the selection of instructors. One of his strongest characteristics was a keen knowledge of human nature and he was able to read men at a glance, and to this fact may be attributed in a large degree the institution's great progress and phenomenal success; the faculty of Peirce School being like one large family, everything moving with smoothness and entire harmony. So well and carefully were the Doctor's plans laid and carried out that from its very inception, in 1865, Peirce School assumed a position in the front rank of the commercial colleges.

A systematic business training, coupled with a sound and practical English education, is the keynote of Peirce School, Philadelphia. During the past year there were registered upon its roll sixteen hundred students. It has a faculty of thirty teachers. It occupies the second, third and fourth floors of the magnificent Record Building, situated in the business heart of the city, and containing twenty rooms with a floor space of nearly 12,000 square feet. Its graduates are among the leading business and professional men throughout the country, and its name stands for the highest standard in commercial education in the United States.

A great believer in the fruitfulness of publicity, Doctor Peirce early inaugurated a system of advertising which laid the foundation for the unqualified success which has since crowned his efforts; and it is no exaggeration to say that much of the success achieved by this school is traceable to the judicious use of printers' ink.

Peirce School advertises extensively, using all the Philadelphia dailies during the opening of the school season, and running cards which occupy space of fifty lines to one hundred lines double column. It also carries announcements varying from a quarter page to full pages in almost every preparatory school and college paper within a radius of one hundred miles of Philadelphia. A tone of cleanliness, refinement and straightforwardness pervades the advertising, which assures the

reader that what he reads is so.

The Peirce School commencements are held annually in the latter part of December. The Academy of Music, which has the largest seating capacity in Philadelphia, is selected for the occasion, and a speaker of national prominence is secured to deliver an address. While the exercises and the engaging of a speaker are not for the specific purpose of getting publicity, yet, from an advertising man's viewpoint, no better way could be conceived to secure such desirable advertising. Peirce School secures men who are most conspicuous in the public eye. Among the famous men who have delivered addresses at these commencements are the names of three who have held the office of Chief Executive of the United States, Benjamin Harrison, Grover Cleveland and Theodore Roosevelt. Others are Thomas B. Reed, Speaker of the House of Representatives; Robert J. Burdette, Andrew Carnegie, Max O'Rell, Senator Chauncey M. Depew, John Wanamaker, Charles Emory Smith and Webster Davis. These commencements are events of great importance in Philadelphia, the Academy of Music always being packed to the doors, and the newspapers invariably making a special feature of the occasion.

We have read of many business concerns, as well as individuals, who pride themselves upon the medals and prizes received at expositions, but there are not many educational institutions that can show such an array of prizes as Peirce School possesses. It was the recipient of a medal and diploma for excellence of method at the Centennial Exposition, held in Philadelphia in 1876. The National Export Exposition, held in Philadelphia in 1900, presented the school with a diploma and a medal. It was awarded a gold medal at the Paris World's Fair, held in 1900, being one of only five commercial colleges in the United States to receive such recognition; and at the Pan-American Buffalo Exposition Peirce School was one of the six schools selected by the Director of Education to represent

Successful advertisers have always advertised in

THE SUN

That is why you should be among the number—successful men seek each others' company.

Address
THE SUN, NEW YORK.

the interests of business education in the United States.

All the literature which emanates from Peirce School is business-like, straightforward, with a practical and solid ring in it. The Peirce School catalogues and year books are models of their class.

One of the school's chief characteristics is conservatism and strict adherence to business principle. It does not "guarantee" positions; it promises to aid graduates to secure them, but the demand for Peirce-trained people is unprecedented, and, even with the increased enrollment of students, cannot be met.

The watch-words of Peirce School are "progress" and "practical thoroughness."

Ever keeping abreast with the times, Peirce School, during the past year, established an advertising course, which, besides affording a thorough preparation to those who desire to enter the field as advertising agents and specialists, is intended to meet the requirements of merchants, manufacturers and other proprietors who are advertisers of their own business, and of salesmen, bookkeepers, stenographers, clerks and other employees who wish to increase their earning capacity. Peirce School found it expedient to establish this department because it recognized that advertising has become essential to the success of most business enterprises.

ADVERTISING AND SUCCESS.

The prediction was often heard that a reaction, sweeping and effective, would set in against the bulk of newspapers made huge by advertising. It was asserted that the business of giving publicity to affairs was being overdone.

But, as the *Cleveland Leader* points out, hardly a glance at the papers and magazines is required to show that the prediction was utterly wrong. Year by year, month by month, the business widens and strengthens. More money and ingenuity are lavished upon advertising to-day than were ever before devoted to that phase

of business. Even the great industrial trusts have not been able to do without it.

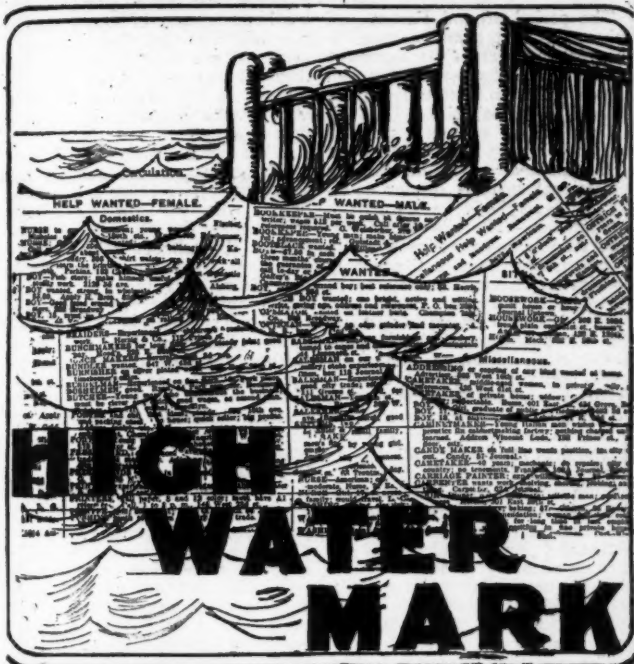
This is simply the recognition of the general success of the advertising principle. Notwithstanding all the faults and follies which have been connected with advertising, in the United States and in other countries, the net result has been a vast and immeasurable widening of the wants of civilized man and an equally enormous addition to the volume of trade, the employment of labor and the scope of great industries.

It has been learned that publicity regarding whatever is new, or especially attractive and useful in the world of business, actually creates commerce, and is one of the mainstays of industry. Civilization grows and rises by increasing wants. It is largely built up and supported by desire for better things, for the latest improvements in all the comforts, conveniences and appliances of life. Advertising spreads, multiplies and quicken wants, and hence it is a very important agency in keeping the wheels of progress moving. It is folly to think that such a force will ever cease to operate, while society is organized in its present form.

Moreover, in the long run and in the broad sense, advertising furthers the success of merit. It tends to the survival of the fittest. It is the work-fellow of enterprise, and enterprise goes hand and hand with improvement. The ablest producers, the most efficient distributors, are the natural advertising leaders. They have most reason to push their business and most ability to see the best and most effective ways of doing so. The exceptions are hardly numerous enough to be considered.

The discreditable and stupid methods of the knaves and fools who have besmirched advertising, just as they meddle with every other great human interest, have not stopped its growing success. It has been confirmed in its position as one of the most important and significant phases of modern business, by the widest possible tests of time and place.

THE MINNEAPOLIS JOURNAL'S



Great Record for March

The Minneapolis JOURNAL carried more columns of advertising in March, 1902, than any month in its history. March, 1901, record was surpassed by 254 columns of advertising.

The Journal Ran 1,367 Columns.

This is more advertising than was carried by any Daily and Sunday paper combined, in Minneapolis, counting five big Sundays.

**Sworn daily average circulation of the Journal
for March, 53,005.**

Foreign Advertising Department.

C. J. BILLSON, Manager.

New York Office,

Chicago Office,

- 86, 87, 88 Tribune Building.

- 307 & 308 Stock Exchange Building.

THE SCHOOL ADVERTISING PROBLEM.

By Joel Benton.

The period around Easter, and subsequent to it, brings to mind by the vacation therein the enormous interest that is commercial (as well as more than commercial) in the schools of the nation.

I am writing without a scrap of statistics in respect to the amount of capital involved in the complex educational systems of our country, but everybody knows that it is immense. The growth of private schools and academies within a generation does not probably present so striking a story, to be sure, as that of many other businesses, but it is owing to the fact that the public school has magnified itself everywhere, and made itself pretty nearly what the old academy was even in the feature of being a college preparatory.

In fact the public school, when it requires pupils outside of its local territory, is a direct rival to the academy in its whole business. It has for some years now absorbed so much of the academy's earlier patronage, local and elsewhere, that an academy or private school in these newer days must exert itself briskly and untiringly to get patrons, and to hold its own against so much competition.

The question therefore naturally arises what can an academy or a first-class private school do to gain the public's attention? It has—I might have said—not only the public school but the commercial college and the technological institute to contend with, as well as with the rival of its own species.

I can think in asking this question of but one way to answer it. And that is it must throw out no ordinary illumination and it must not hide its light under a bushel.

This means that it must advertise, and do so in a way that shall prove intelligent and fruitful of business results.

But, if you look carefully at the typical school advertisement, you will see its striking feature is conventional monotony. In almost all other businesses the methods of advertising are various. The read-

ing matter itself in a paper or periodical is not more differentiated than the general advertising page adjacent to it. But if you examine a column or more of school notices you will find that they are quite brief and say very little—and that they all say only three or four things. In fact they are as much alike as the separate white beans in a bag.

What you get from one of them is the name of the school, the statement of its being a boarding or day school or both or a college preparatory, the place which constitutes the school's postoffice address and the name of the principal. Sometimes the year of its establishment is given and occasionally a suggestion is appended to the effect that those who wish further particulars should "send for a pamphlet or catalogue."

The reader rises from such a uniform display of advertising with some wonder and confusion. He wonders if all schools are really precisely alike in every particular and if he is a parent or guardian he will be confused in determining which one is best.

Now it must be that a thoroughly good school has certain features which can bear dwelling upon and placing before the public. The healthfulness of its location; the beauty of its environment; the attraction of its rooms; the spaciousness of its grounds; the fire proofness of its buildings; the excellence of its board; the purity of its water supply; the lecture and church privileges that are at hand; its famous alumni and alumnae; and the methods of its study and teaching should at least yield something to enliven an advertisement that would be read with interest.

It may be that some of these things are referred to in the catalogue which the reader is sometimes asked to solicit. But this hardly fills the bill. People forget to send for the catalogue or don't care to, when they have no hint of what is in it—since the dullness and formality of a barren advertisement will not arouse them to this exercise of activity and the use of a postage stamp.

There are more
Tribunes sold
every day with-
in the corporate
limit of the City
of Minneapolis,
than all the other
local English
daily publica-
tions combined.

See report of the
Association of Am-
erican Advertisers.

ADVERTISING A CORRESPONDENCE SCHOOL.

Advertising a correspondence school resolves itself into two propositions: getting into touch with prospective students and securing their enrollment by means of proper literature and follow-up schemes.

There are three principal avenues of approach to the student: Through selected mailing lists, through newspaper advertising and through magazine advertising.

A correspondence school can hardly consider the mailing list as anything more than an adjunct to its advertising campaign. While in some special cases excellent lists of names may be secured from addressing companies or letter brokers it is in general preferable to build up a mailing list of actual inquiries. In any case the mailing list used should be the permanent property of the advertiser, and its value—the character of the names and the results reasonably to be expected from working it—should be pretty definitely known. Newspaper advertising may include the use both of want ad and regular advertising columns. One form of advertising much used by some correspondence schools is likely to arouse the antagonism of many who are trapped into answering it. This is the “deceptive” want ad, which, adroitly worded, and purporting to offer employment, invites replies as a basis for securing names of parties interested in the subject taught in the school.

Although the rates are somewhat higher, much better results may be expected from advertising in “Instruction” or “Business Personal” divisions of the want columns, since replies received through these usually indicate a genuine interest.

In magazine advertising both the amount of space and the number of mediums used will depend on the appropriation that can be made. The question of mediums must be given very careful thought by the advertiser who intends to place his own advertising. Not only amount of circulation but also

its character must be ascertained. A medium which to a school of mining engineering would bring excellent results might prove valueless for an institution teaching journalism, music or drawing.

The correspondence schools now most successful and best known began their advertising in a modest way, using small spaces in small but well chosen lists of publications.

Promoters of new schools should plan for a persistent campaign, beginning on a scale which can be carried out without lessening mediums or decreasing space, and growing with the expansion of business.

After the school has been placed on a secure footing it is well to devote a certain fixed percentage of its earnings to advertising.

Over advertising is a possibility. A half or quarter page well designed and devoted to bright, crisp, pointed, convincing argument is more effective than two, three or four pages of closely set matter going into details which should be left to the prospectus.

Replies to inquiries received from newspaper or magazine advertising must be attractive and convincing—they must clinch the business—secure the student's registration.

Sending too many pieces of printed matter in the first communication is a common mistake. A prospectus accompanied by a concise and interesting letter is the best combination possible.

Don't promise too much in the prospectus. Don't presume on the credulity of its readers. Any correspondence school that has any business to exist at all has enough points of merit in itself to make a strong story without any exaggeration whatever. Claim to do just what the school can do and emphasize the great value of that.

Follow-up literature should be used persistently but judiciously. To attempt to follow up every inquiry until business is done with the inquirer (as advised by some irresponsible “follow-up enthusiasts”) would be sheerest nonsense.

A HIGH CLASS TWO-CENT NEWSPAPER

Circulation Statement

Detailed Statement of the **Newark Evening News** for the months of January, February and March, 1902.

49,529 COPIES AVERAGE NET

DAYS	JANUARY	FEBRUARY	MARCH
1.....	* * *	48,767	49,694
2.....	47,712	49,269	53,112
3.....	47,730	49,261	52,751
4.....	47,404	49,438	50,434
5.....	47,977	49,217	50,286
6.....	48,230	49,309	50,125
7.....	47,983	48,699	49,666
8.....	48,213	49,591	50,539
9.....	48,159	51,049	50,421
10.....	47,890	49,015	50,155
11.....	48,015	49,435	50,127
12.....	48,374	49,511	50,010
13.....	48,505	49,130	49,783
14.....	48,513	49,630	50,250
15.....	48,412	50,059	50,007
16.....	48,019	49,785	50,972
17.....	48,644	49,747	50,243
18.....	50,326	49,824	50,093
19.....	48,515	47,484	49,638
20.....	49,649	50,357	50,219
21.....	48,919	50,215	50,264
22.....	48,752	50,252	50,161
23.....	49,400	50,300	50,153
24.....	48,938	49,680	49,697
25.....	48,944		49,585
26.....	49,049		
27.....	48,733		50,050
28.....			
29.....			
30.....			
31.....			
Net Total	1,261,265	1,195,386	1,307,555
Net M'thly Aver. 1902	48,510	49,808	50,290
Net M'thly Aver. 1901	45,728	46,079	46,318
Gain over 1901	2,782	3,729	3,972

*** New Year's.

**Actual Net Circulation During First Quarter of Year, 1902,
3,764,206. Daily Average, 49,529 Net.**

[S] Samples, waste, unsold and returnable copies not included in this statement, which is the actual net circulation.

**Total run during Jan., Feb. and March, 1902, 3,974,990.
Daily Average, 52,303.**

STATE OF NEW JERSEY, COUNTY OF ESSEX, ss:

WILLIAM P. HENRY, being duly sworn, deposes and says that he is the Business Manager of the NEWARK EVENING NEWS, and that the above given statement of the actual net circulation of the NEWARK EVENING NEWS during the first quarter of the year ending Monday, March 31st, 1902, is true.

WM. P. HENRY.

Subscribed and sworn to before me this First day of April, A. D. 1902.

[L. S.]

CHAS. F. DODD, Notary Public.

M. Lee Starke Manager General Advertising

TRIBUNE BUILDING
NEW YORK

BOYCE BUILDING
CHICAGO, III.

THE "MOTHER," "UNCLE," ETC., APPEAL.

By Joel Benton.

The avenues to the door of persuasion in the human heart are certainly manifold if not as numerous as "the leaves that strew the brook at Vallumbrosa," and shrewd advertisers are past masters in finding them out.

One of these which has long been worked it would be interesting to "key" if there were any practical way to do this. I mean—as perhaps my title indicates—the appeal certain advertisers make to early home associations in presenting their goods. For one instance, there is "the pies like mother used to make."

This does, of course, for the mince meat somebody offers, and it is supposed by the advertiser that the mere suggestion that the paterfamilias is going to get his mother's cookery back again upon his table, by buying this mince meat, will persuade him to make the purchase. But does it really make any one think of the old mansion or cottage in which he was born, of the well-sweep or penstock near the door, and of the little school house not far away where he carried the aforesaid pie for his noonday lunch? I very much doubt it—but I should like to know.

I notice that in the advertisements that work the maternal market, no picture of the mother is given. Her hands are, however, sometimes represented as stretched out over the pie or over the cake made by the home-like baking powder. This discretion is evidently well, for keen remembrance on the part of the reader as to the familiar features of his dearest relative would quickly disillusionize any dream of the past which an attempted portrait tried to evoke.

With the "uncle," however, since one may have many "uncles," and several whom he has not seen very often—the case is different. Any antique old fellow will summon one's "uncle" up. So we frequently see his portrait presiding over an article offered for sale. He is of course a rustic and back-

woody, and has gray whiskers as well as clothes dating back to the days of the elder Harrison's and the Polk administrations.

This, I think, describes fairly well the "Uncle Josh" who is the patron advertising saint of certain well advertised buckwheat cakes. Just why "Uncle Josh" should bake them instead of "Aunt Jerusha" is not quite clear, though there are of course men cooks. Perhaps somebody's "Uncle Josh" was very fond of buckwheat cakes and so was honored for his preference for a brand that had superlative qualities. But does his picture, and its suggestions, really draw custom to his recipe for the cakes or the ingredients that go to make them? I wish I knew, but I am afraid this is one of the things, as Dundreary used to say long ago, "no fellow can find out."

But our parents and avuncular relations are not the only fulcrum of relationship the advertisers draw upon. The venerable "Aunt" is also in evidence. Only yesterday morning I saw a huge emblazonment on a hoarding telling of "Aunt Hannah's Hair Tonic" and how it actually does everything that all hair tonics are invariably said to do. If she had been "Aunt Celia" or "Aunt Maud" or had any one of the poetical pet names, it would have struck a jarring note and would have been worthless as a drawing card. But the "Hannah" is perfect. It really suggests the requisite antiquity. So, if the tonic is as good as its name, one may say there is nothing more the matter with the vaunted remedy than there is "the matter with Hannah."

Considering how much it costs to print this big hoarding legend, it is certain there is strong faith somewhere in this appeal to an aunt whom many of us once had.

But perhaps the best of the women abettors to a proprietary sale is our old friend "Lydia Pinkham." What draws us to her is her friendly, benignant expression. She looks upon us as if she made it her life business to do some one in our family some good. Her beaming glance is restorative, even before she proffers her medicine.

WITHOUT PRECEDENT

The following letter from J. F. Conrad & Co., of St. Louis, regarding the *St. Louis Chronicle*, is self-explanatory, and should be read carefully by every advertiser interested in that section. The letter was sent to a well-known advertiser, hence his name is not published:

Established 1874.

J. F. CONRAD & CO.,

MANUFACTURERS IMPORTERS WHOLESALERS
GENERAL MERCHANDISE

3 Branch Stores 7TH AND LOCUST STREET, 3 Branch Stores
ST. LOUIS, MO.

St. Louis, April 3, 1902.

DEAR SIR:

It is with great pleasure that we recommend the *St. Louis Chronicle* as an advertising medium, especially in the field in which we have tried it—that of advertising groceries. During the month of December last we had returns that were almost startling, securing two hundred and some odd requests for our grocery catalogue, each inclosing a 2c. stamp, and all this out of four insertions in the month, the advertisement measuring 50 lines by two columns.

The Lesan Advertising Company's representative, Martin V. Kelley, who is handling some of our business, says this is without precedent in his experience, considering the space used and the low cost of the publicity.

These are facts, and we still have the evidence in the shape of the original inquiries.

Yours very truly,

J. F. CONRAD & CO.

Per R. E. RICKSEN, Mgr. Mail Order Department.

The guaranteed daily average sworn-to circulation of the *St. Louis Chronicle* for March, 1902, was 51,336 copies.

Advertisers considering using the *St. Louis Chronicle* should not lose track of the fact that it is one of the four successful newspapers comprising the Scripps-McRae League.

The others are the *Cincinnati Post*, the *Cleveland Press* and the *Covington (Ky.) Post*.

These four newspapers have a combined circulation of over 315,000 copies daily, and is offered advertisers at less cost than is possible to obtain from any other list of newspapers in the United States.

COLONEL WRIGHT'S METHODS.

St. John's School, Ossining-on-Hudson, N. Y., is one of the oldest boys' military schools in the country, for it was founded in 1843 by Mr. Marlborough Churchill. Originally its purpose was that of fitting scholars for West Point, and as the military school idea was wholly new at the time it was established, it soon became very popular and famous. Many of Mr. Churchill's cadets gained admission to the United States Military Academy and subsequently won distinction in the Civil War.

In 1869 the founder, having amassed a fortune with the school, transferred it to Dr. John B. Gibson, who retained the military system and, through his social and personal influence, gave the institution an enviable place in the re-



gard of the fashionable world. For many years it had a "waiting list." When an educational establishment is fortunate enough to have boys waiting to step into the places left by graduates, it has little need of paid advertising. Therefore, during the forty-and-odd years of management by Mr. Churchill and Dr. Gibson, St. John's spent almost nothing for publicity. It was "advertised by its loving friends." In the course of time, however, other and better equipped schools inevitably arose. Then the patronage of fashion was bestowed elsewhere, and when Dr. Gibson died, about five years ago, St. John's had ceased to be profitable. From the time of the Doctor's death until it was recently taken in hand by Colonel Charles J. Wright, the school was practically a ruined institution.

Colonel Wright has been identi-

fied with several military schools since he left the service at the close of the Civil War, and has more than once used advertising as a stimulant for run-down establishments. During the past winter he has been busy remodelling and modernizing the institution, and lately he began advertising, preparatory to rehabilitating it by methods that have proved successful in other instances.

"My first experience in building up a neglected school was with the military academy at Peekskill in 1869," he said to a PRINTERS' INK reporter. "This school had been very successful in other days, but had been permitted to decline, and when I took hold of it there were but seven boarding pupils left.

"In those days, of course, advertising was in its swaddling clothes, and the methods that I used were very different indeed from those I am using with St. John's. There were few magazines, their circulation was comparatively restricted, and their influence as advertising mediums was practically nil. Few of them took advertising at all, in fact, and school cards were almost unknown, even in those that did accept paid announcements. When the school had been remodelled I began to run ads in daily newspapers, using three-line cards with nothing but the name of the school, its location and other formal information, and placing them so that they covered a wide territory. In order to attain the results possible with a half dozen monthlies to-day it was necessary to spread the ads from Boston to San Francisco, and it took a great number of papers—how many I do not remember. With catalogue and follow-up matter this campaign cost about \$2,000, and was successful. I got between ten and fifteen requests for literature every day while the ads were running, and for months afterward—yes, years—this publicity brought results. School advertising was more of a novelty then. My catalogue was a fine one for those days, for I filled it with specially made wood engravings. Being new, it created an extremely favorable impression. Think of

IN THE PUBLIC EYE

1901



AT HOME THE CALL IS STRONGEST

"We exceeded the amount of our contract by more than 25 per cent. We were more than satisfied with the results."

S. N. WOOD & CO.,
San Francisco's Leading
Clothiers.

"I can heartily recommend it as the best advertising medium in the city, as my business has increased sixty per cent more than the preceding year, which improvement I attribute largely to advertising in the CALL."

JOE ROSENBERG,
San Francisco's Bargain House
in Ladies' Wear.

"I have closed a two years' contract with the SAN FRANCISCO CALL. The paper has satisfied me that it reaches the people and draws trade."

C. A. RUCKER,
Swift Specific Company.

"I do not see how it is possible for the general advertiser to take up San Francisco and ignore the CALL."

MAHIN ADVERTISING CO.,
John Lee Mahin.

"We can definitely trace results. Our records convince us that there is no better advertising medium on the Pacific Coast."

PATTOSIEN COMPANY,
The Largest Furniture and Carpet
House in the West.

Guaranteed Daily Circulation in Excess of

60,000 Copies

The CALL'S Circulation Records are open to legitimate advertisers. It guarantees an average daily circulation in excess of 60,000 copies.

The CALL prints more inches of Display Advertising every month than any other San Francisco Morning Paper.

IS THAT ANY ARGUMENT FOR YOU?

NEW YORK OFFICE
30 TRIBUNE BUILDING
STEPHEN B. SMITH
Special Representative

CHICAGO OFFICE
MARQUETTE BUILDING
C. GEO. KROGNESS
Special Representative

JOHN D. SPRECKLES, Publisher and Proprietor

SAN FRANCISCO, CAL.

it! For a single steel engraving of the building, used as a frontispiece, I paid \$120. It was a picture not so large as this five-dollar halftone in my present catalogue, and not nearly so artistic, but it paid, for it was novel.

"My second experience in the rebuilding line was with a military school at Cornwall, which I now own. That was thirteen years ago. One hundred thousand dollars had been spent upon the grounds and buildings, but the enterprise had never been properly managed. By that time the day of the monthly magazine as an advertising medium was beginning to arrive, and I used all the leading ones—*Harper's*, *Scribner's*, the *Atlantic*, the *Century* and others. I also used the dailies, for they were still effective. The campaign combined both the old methods and the new, and was also thoroughly remunerative. I circulated 2,000 copies of an elaborate, well-illustrated catalogue, and had sixty boarding pupils when the first term began. The cost was about the same—\$2,000—and both schools have prospered ever since.

"That is about the cost of advertising a school to-day—\$2,000. That amount will cover the initial expense of making a new school known, and as much ought to be spent upon it every year until it can command a waiting list, or is so well exploited by former pupils that new ones come to it unsolicited. Notwithstanding the fact that space has increased in cost, the expense of a campaign is about the same. The money is merely distributed in different ways. To-day it is possible to reach the classes of people who send their children to private schools through a small list of monthly mediums, while the dailies that were so profitable in the seventies are of little value. Last year, upon the advice of a friend, I ran a card in the *New York Tribune*, but it brought almost nothing in the way of satisfactory replies. The *Tribune* is still an excellent medium for advertising day schools in New York City, but does not seem to reach the boarding school clientele. Yet in the old days it was the staff and scrip of the school advertiser.

"Magazines are the school mediums of the present. They go everywhere. With about the same amount of money that one formerly spent in dozens of daily papers it is possible to reach the same numbers and the same classes in a half dozen monthlies. For the present I am using *Munsey's*, *Leslie's*, *Century*, *Cosmopolitan*, *Outlook*, *Harper's*, *Public Opinion*, *Scribner's*, *International Monthly* and *Review of Reviews*. All of these, with minor exceptions, are bringing satisfactory quantities of replies, but there is a quality to the replies. *Munsey's* brings the most in numbers, with the *Review of Reviews* next. Many of those from the former are either postals from children and the idly curious, or requests for catalogues and rates from people who do not feel able to afford our annual fee—\$500. But we get pupils through *Munsey's*, and another school in which I am interested, with a fee of \$350 and \$400, gets excellent returns from this magazine. The *Review of Reviews* brings a better quality, and the *Outlook* is also very good. The *International Monthly* was included upon the recommendation of the Ayer Agency, and has been the weakest on the list. The *Atlantic* is not on my present list, but I shall probably add it later. Formerly it was a fine medium, and I do not doubt but it is still so. So far the campaign has been somewhat light, as I have been busy getting the school itself into shape.

"In all of my periodical advertising I have held to the formal school card. The present ads are of two styles—two inches with an etching of the school, and a half-inch card with less matter. These are alternated, the smaller being printed about twice to the larger's once. I think it advisable to have the larger one appear in three or four mediums every month. It is hardly necessary to use novel devices or large space to attract attention to classified school cards in recognized mediums, for people go to the school pages in such mediums for information as to the location of schools. The real effect

is produced by catalogue prospectus and letters. I have always made a point of having as fine a catalogue as I could get, commensurate with cost, using straightforward language and making no attempt to be sensational or 'up-to-date,' as it is called. Our present catalogue has forty-eight pages and twenty-two fine halftone views of the school and grounds. Its chief aim is to give an entirely adequate idea of the school in both words and pictures, and to answer any questions that may occur to anyone selecting a school for boys. It gives the courses of study in detail, telling just what a boy of certain age will be taught, what it is designed to do for him mentally, and what it leads to in higher education. It gives a list of what he needs in the way of clothing, tells where and how to purchase it, outlines his work, amusements and side trips to points of historical and scientific interest along the Hudson, enumerates the honors that are offered for extra work and tells of our methods of educating him physically. It has a list of references—140 persons scattered all over the United States—who may be asked for information regarding our standing and methods, and this is reinforced with letters of commendation, the names of our board of visitors—officers of the United States Army and Volunteers—and our trustees and faculty.

"We key our ads by requesting that applications for catalogues be addressed to different members of the faculty, as, 'Address Principal for catalogue,' or 'address Superintendent,' or 'Address William

Addison Ranney, Principal.' It is possible to get many variations thus, and the scheme is usually very effective in indicating where replies come from.

"Experience and considerable tact are needed in taking care of replies from school advertising. As I have said, we get postals from children who buy a dozen and send for advertised articles indiscriminately. We seldom answer a postal request unless we are sure that it comes from some one who is really interested. Letters are sent by the people whom we find worth while, and they are usually upon monogram paper or business letter heads, or have an address which gives an idea of the writer's responsibility. We always send personal letters to inquirers. Some schools make a practice of sending form letters, but we find the personal reply most satisfactory. When an inquiry comes from New York City or some point within easy distance of Ossining, we invite a visit to the school.

"Our best advertisements, however, are former students. In other schools I have had many boys from South America. The first who came was sent by direction of the President of Venezuela, who recommended one of our establishments for military education. That pupil subsequently sent us others, and we have had them ever since. Business houses in New York City sometimes recommend American schools to Spanish-American correspondents. I once tried a card in a South American paper, but got no returns, and have never done any advertising there."

TO AMBITIOUS ADSTMITHS

Apply by postal card for the pamphlet just issued, telling the conditions of the PRINTERS' INK prize advertisement competition, setting forth the terms and showing the fifteen most successful efforts thus far submitted, as well as the names and addresses of the adsmiths who have already gained the recognition necessary for a final consideration when the awards are declared. The pamphlet will be sent free to any address on application to

PRINTERS' INK, New York.

SARGENT FOOD CHOPPERS.

In exploiting an article that is sold through retailers, a manufacturer has choice of two general methods—advertising to consumers direct, with efficient placing of goods, or advertising to the trade, supplementing the campaign with literature to be distributed by dealers.

After experimenting with both methods in advertising their Gem Food Choppers, Sargent & Co., 151 Leonard street, New York, have settled upon the latter as best suited to their requirements. Gem Choppers are comparatively new in the market, and when general mediums were used in the beginning of the campaign some months ago, the firm had difficulty in referring inquirers to dealers who could show goods, especially in remote districts. There are no trade restrictions to prevent the establishment of a mail order business, but the firm believes that dealers should be given the benefit of their advertising. Therefore space in trade journals is used to gain their attention, supplemented with mailing cards; and when the goods are put in stock by a dealer, he is supplied with neat slips containing recipes, as well as copies of the "Gem Chopper Cook Book."

This last is a handsome volume of 96 pages, bound in limp cloth and containing more than 200 recipes for dishes which require a food chopper in their preparation. The range is wide, for the choppers can be used in dozens of ways. The book was especially compiled for Sargent & Co. by Janet McKenzie Hill, editor of the *Boston Cooking School Magazine*. Every recipe is practical, having been tested. This is an essential point, for cheap advertising cook books are distributed by experienced housewives. Every fourth page is left blank for additions by the owner, while beside each recipe is a list of ingredients needed in making the dish. This little convenience saves time in consulting the book. Women usually go to cook books for suggestions, and often select a dish according to ingredients at hand. No advertising

is used in the recipes themselves, but the word "Gem-chopped" is an integral part of each one. A full description of Gem Choppers is given in preface, and at the head of each blank page is a small outline picture with a phrase or two of argument.

This cook book is rather expensive, and the demand for it has been so great that dealers have been requested to limit its circulation to those who actually buy machines. Small slips bearing single recipes are supplied in abundance, with dealers' names printed upon them, and these serve to cause inquiries for the book. These slips are printed in many different forms, each with a recipe, a picture and a bit of argument. Sargent & Co. make a point of telling their advertising story briefly, in attractive typographical dress, telling it often and never telling it twice in precisely the same words.

While the campaign is still experimental, it is probable that general mediums will be taken up when the Choppers have been thoroughly introduced. Advertising in dailies in the vicinity of Rochester, Binghamton and Syracuse, N. Y., where the goods are kept in stock by local dealers, has been very productive of results. Mailing lists have also been tried, but were unsatisfactory. Out of 500 names purchased from an agent, about one-third were useless, matter being returned by postmasters.

SPEAKING OF DATA—

Much of the data advertisers need concerning newspapers could be secured readily enough if publishers kept their circulation books in a form readily disclosing the data required. The fact that advertisers themselves have been unable to determine, until recently, just what they wanted to know has prevented the clear analysis of figures, which might otherwise have been forthcoming long before this time. Mr. Rowell has done valiant service in arriving at a certain basis for determining circulation, but it is not analyzed sufficiently to suit the general advertiser. The data required by the Association of American Advertisers is really the kind of knowledge the advertiser should have to act economically and efficiently.—Charles H. Bergstresser, *Wall Street Journal*.

Good illustrations will help your ad—but it's the talk you give that brings the trade.—*White's Sayings*.

A PLEA FOR THE JOBBER.

TOGETHER WITH A FEW REMARKS
ABOUT PRICE CUTTING.

THE OMEGA CHEMICAL CO.,
Bert M. Moses, Sec'y and Treas.
NEW YORK, April 8, 1902.

Editor of PRINTERS' INK:

I inclose herewith an article in which I hope you will find enough merit to warrant you in giving it a place in PRINTERS' INK. The subjects discussed are burning questions to the advertiser as well as to the wholesale and retail trade. What I have written will perhaps stimulate some discussion and lead to an eventual solution of the price cutting problem. We don't sell to retailers. We sell only to jobbers.

BERT. M. MOSES.

The two big problems in business to-day are—

How to advertise, and

How to distribute goods.

It is, as a matter of fact, comparatively easy to create a demand quickly.

Bold advertising, in which a little wisdom is mixed with the boldness, will send people into the stores for the advertised goods in a hurry.

It can be said as a truth that it is much easier to get the people interested than to get the dealer interested.

There are really only two ways to distribute goods.

One way is to sell to anybody with money in hand or with approved credit.

The other way is to sell only to the jobber or wholesaler.

The modern tendency is to kick the jobber out of business.

He is said to be the fifth wheel of a wagon—an unnecessary evil—a middleman whose profit belongs of right to the consumer—a relic of past business methods fast going into innocuous desuetude.

The jobber may be doomed to pass away.

He may be to some manufacturers and retailers an intermediary whose usefulness is gone.

But to Omega Oil and to the Omega Chemical Company the jobber has been a fast friend, a staunch supporter, a prompt collector of money, a detective, an assistant whose aid is valued in the highest degree.

He has fought for us, aided us, stood by us and to-day points us

out as a model for others to pattern after.

Don't imagine for a minute that the Omega Chemical Company sticks to the jobber for anything except a purely selfish reason.

And don't imagine, either, that the jobber upholds us except for the reason that he knows it is money in his pocket to do so.

There is no sentiment in business.

Money is at the beginning and end of every commercial transaction.

* * *

The first importance of the jobber to the manufacturer is that he collects the money in bits and sends it to the manufacturer in chunks.

The jobber may not get paid for all Omega Oil he sells to the retailer, but the Omega Chemical Company gets paid for all Omega Oil it sells to the jobber.

That's worth thinking about real hard.

The jobber learns quickly when counterfeit goods are put on the market, and we have frequently been put upon the track of rascals imitating Omega Oil through our cordial relations with the jobbing trade.

When it came to prosecuting the rascals in the courts, the jobbers helped to silence or send to jail those miserable scalawags who steal away names and reputations.

Perhaps the greatest benefit the jobbers have been to us is shown in our latest product—Omega Oil Soap.

This article has never been advertised.

But when we sent out letters to the trade, telling about our Soap, an order came by return mail from nearly every jobber in the country.

This, to us, seemed remarkable, because not a jobber had had a call for the Soap when the orders were sent to us.

On top of it all, we are assured by the trade that every salesman had been instructed to talk Omega Oil Soap to the retailer, and use his best endeavors to get the Soap in the retail stores.

This is done in a reciprocal

spirit in return for our cordial support of the jobber's right to a fixed place in the business world.

By sticking to the jobber in the most arbitrary way, we have never had to employ a salesman.

Omega Oil has been sent to the jobber in big lots, and the jobber has distributed it around in little lots.

Every druggist in the territory which we cover, so far as we have been able to learn, has our Oil in stock, and it has been put there for us by the jobbers.

How much money we have saved by not employing a salesman is of course impossible to compute, but the saving must surely be tremendous.

In the case of Omega Oil Soap, an altogether new article, the jobbers have stocked in advance.

They are to-day ready to supply the very first call made upon them for it.

We shall not lose a sale through the ordinary hesitancy of the trade in stocking a new article.

It would have cost us thousands of dollars to employ clever salesmen to go around and introduce the Soap, if our relations with the jobber had not been so cordial and friendly.

Our plan has its bad features, to be sure.

Every cutter and department store in the country is our enemy.

It is galling to establishments like Macy's, Siegel, Cooper & Co., Bloomingdale Brothers, Abraham & Straus, Loeser & Co., and other similar concerns throughout the country, to have us turn down their orders, and compel them to go to the jobber like other retailers.

Some of them substitute, some damn with faint praise.

But most of them advertise Omega Oil at a big loss to themselves thinking in this way to force us to sell them direct.

For instance Omega Oil has been advertised a number of times as low as 15 cents; again at 19, 24 and 26 cents.

This gives the impression to the retailer that we sell to those cut-

ters at a price so low that the cutters make a profit on their sales.

But the cutter doesn't do anything of the kind.

The lowest price at which any jobber ever got Omega Oil is 28½ cents a bottle.

Just how cheap the cutter can buy of the jobber we have no means of knowing, but as the jobber is in business to make a profit, he certainly does not sell the cutter at less than the 28½ cents that he himself has to pay.

Now, when a cutter sells Omega Oil at 15 cents, he is certainly out of pocket at least 14 cents on each bottle so sold.

This loss is charged to advertising, it is said, but it is rather expensive advertising.

The Omega Chemical Company can withstand the fight better than the cutter.

We get our profit on what he sells at a loss.

The cutter stamps his name all over the package of Oil when he sells it.

He even goes so far, in some instances, as to remove the outside wrapper.

In each instance he thus disfigures the package so that the small retailer cannot buy up a supply and then sell the goods over his own counter at a higher price.

The small retailer has to pay the jobber 33 1-3 cents a bottle, and he is to be commended for getting all he can of the cutter for 15 cents.

We encourage him in this.

We say to him:

"Go ahead and buy all you can. Then bring in the mutilated packages, and we will exchange them for perfect packages."

This action on our part is the most substantial evidence we can offer that the cutter is not our friend, and his slaughter of prices is something we will go as far toward stopping as we know how.

The Omega Chemical Company offers a standing reward of one thousand dollars in cash to anyone who will produce evidence that during the past three years we have sold, either directly or indirectly, any Omega Oil to a cutter or a department store.

The amount could be just as safely increased to ten thousand dollars, because we have made no such sale, and no one can earn the reward.

* * *

Our sympathies are with the bona fide, straightforward jobber and retailer.

The cutter is an element in trade that occasions an endless chain of annoyances that no concern, however shrewd, has been able to eliminate.

The world is holding its breath to shout itself hoarse at the genius who shall solve the problem of price cutting.

The retailers have tried it.

The wholesalers have tried it.

The manufacturers have tried it.

All together have tried it.

But price cutting goes on from bad to worse, and the end cannot be seen with a telescope.

* * *

The strange, paradoxical feature of the situation is this:

Any ignoramus can build up a big trade if he cuts prices lower than anyone else.

But it takes a smart man to sell goods at a profit in the face of the cutter's opposition.

And yet the logical ignoramus is not an ignoramus at all, for he is making money, while the smart men are finding their trade slipping away.

* * *

The opportunity for money-making that the cutter destroys would run into millions of dollars if properly grasped.

It is the advertised articles that are cut, and it is the advertised

articles that have the biggest sale.

The advertiser goes to work, pays out money in streams to create a demand, and then nearly all the profits that would pile up in answer to that demand are thrown away by price-cutting.

The certain profits, so ruthlessly passed by each day in every line of trade, would make a big fortune—big enough in twenty-four hours to fill my pockets so full of cash that I could retire from the patent medicine business richer than any man ever became in that business in all his lifetime.

The dear public gets the benefit, to be sure, but the benefit by right belongs to the thousands of honest retailers who sell the goods.

But M. Mosco.

WHITE space has been recommended for all forms of advertising except the poster. Few billboard advertisers seem to know that it is attractive in out-door publicity. The matter on most stands, great or small, is crowded to within three or four inches of the margin, and the main effort is to get lettering as large as the space will hold. Billposters, however, know that a one-sheet upon a three-sheet space, "blanked in" with white or a light color, is more conspicuous than any three-sheet, while the simple design surrounded with wide margins is no less effective upon the boards than in newspapers or magazines. Silence is always a safe quantity in conversation, and white space is always admirable in advertising. When in doubt, use white space.

No Other City So Well Covered by One Paper.

"No city in America is so well covered by one newspaper as Washington is by *The Star*," says Mr. Geo. P. Rowell, of **PRINTERS' INK** and the American Newspaper Directory. He adds:

"Any man picking the best list of papers for advertising any given article, high-priced, low-priced or medium-priced, would place *The Star* on that list every time."

M. LEE STARKE, Representative,

Tribune Building,
NEW YORK.

Boyce Building,
CHICAGO.

A STATE NORMAL SCHOOL'S PERIODICAL.

The *Farmington Normal* is the official publication of the State Normal School at Farmington, Maine. It is published by the teachers and pupils six times a year—in February, March, May, June, October and December—has at present twenty-four pages of ordinary magazine size, and contains news of the school and its alumni, papers on school methods and other matter of interest to students and graduates. It is comparatively new, for the first number appeared last October, but has secured a foothold and is being supported to an extent that assures success. The subscription price is one dollar.

The February number contains several thoroughly live papers. Professor Wilbert G. Mallett, writing upon "Superintendence," shows that in the present exact supervision of the industrial world is found the keynote of the whole country's activity; that men with breadth of view sufficient to plan work by years, rather than by days or weeks, are the leaders in all successful enterprises, and that the supervision of schools calls for such men as loudly as does the supervision of steel or oil syndicates. He believes that the most vital weakness of our present schools system—and particularly that of the rural schools of Maine, with which he is more familiar—is this lack of intelligent, far-seeing supervision. Too much dependence upon grades and routine teaching rather than upon methods which take the individuality of each pupil into account and give instruction best fitted to personal aptitude and limitations. Teachers need to know the personelle of pupils, and superintendents must know their teachers. Teaching for mere spectacular effect and "show" purposes is of little lasting benefit to pupils, however much it may please parents. Results that are worth while are only secured by teachers who have self-respecting friendliness toward pupils, and who teach each day, by individual methods, the things that will best

fit into a perfect and complete education adapted to the single pupil.

This publication offers the suggestion and groundwork of a very valuable advertising medium for State normal schools. At first glance there would seem to be little need of advertising an institution supported by the State for the purpose of training teachers, but when the matter is gone into in detail several advantages appear. First, is that of pride in the school as an institution. State normal schools permit of various degrees of excellence. An institution that is famous for advanced methods can draw pupils from every part of its own State and from outside States as well. The gain in fees counts for little, but the gain to the school and the State is immeasurable. A State normal school can be made the medium of the best and most lasting kind of State advertising. Graduates who go forth to other fields, even though bound by no ties of State pride, can be made champions of the State and the school by adoption. A school publication keeps them informed of the school's work and progress, and is instrumental in attracting new pupils from all parts of the country. Such a publication is also valuable as municipal advertising for the town in which the school is located. A school that brings between 200 and 250 students to a town as residents eight months in each year is an important institution. The sums annually spent for board, lodging, clothing, books, necessities and luxuries by that number of students can hardly be less than \$100 per individual, and is more likely to aggregate \$250 or \$300. Those who know the value of a factory employing but twenty-five persons in a town of this size will appreciate the leavening power of \$25,000 to \$75,000 upon stores, boarding houses and the entire town. The actual expenditure, however, is as nothing compared with the graduates who go forth to the whole Union each year, and who are advocates for the school, the town and the State, and, furthermore, such an institution raises the

intellectual and social standards of the town, and is of infinitely more benefit than any factory could ever be.

A periodical like the *Farmington Normal* gives individuality to a normal school, quickens the interests of students and assures the friendship and active support of graduates everywhere. When a student goes away to teach in Oregon or Texas or the Philippines, the periodical follows as a matter of course, and is a continual reminder of the real debt that he or she owes the State and institution that contributed most to a congenial, bread-winning profession. Payments will be made upon this debt as long as the school publication keeps the memory fresh.

SAYINGS OF THE LATE PHILIP D. ARMOUR.

Good men are not cheap.

Capital can do nothing without brains to direct it.

An American boy counts one, long before his time to vote.

Give the young man a chance; this is the country of the young.

We can't help the past, but we can look out for the future.

Hope is pretty good security to go to a bank to borrow money on.

A "sit-down method" won't do a minute in this age of aggressiveness.

There is nothing else on earth so annoying as procrastination in decisions.

A man does not necessarily have to be a lawyer to have good, hard sense.

An indiscreet man usually lives to see the folly of his ways; and if he doesn't, his children do.

A man should always be close to the situation, know what he is doing, and not take anything for granted.

There is one element that is worth its weight in gold, and that is loyalty. It will cover a multitude of weaknesses.

It is an easy matter to handle even congested controversies, where the spirit of the parties is right and honest.

The trouble with a great many men is, they don't appreciate their

predicament until they get into the quicksand.

When you are striving to do that which is right, be courteous and nice in every way, but don't get "turned down."

The man who wants to marry happily should pick out a good mother and marry one of her daughters; any one will do.

Do you suppose that, with an engine like this, I could afford to put anything into the boiler that would make the machinery run wild?

It is all right, in some cases, to bank on a man's pedigree; but, in most men, there is something a great deal deeper than this matter of genealogy.

I don't want anything that isn't fair and honest, and I don't want any man to do anything for me that he would not do for someone else under like circumstances and conditions.

DRY GOODS AD ILLUSTRATED.



RECENTLY IMPORTED PRINTS CAUSING A GREAT SENSATION.

THE DEATH KNEEL OF THE DEATH TRAP.

Mr. H. P. Hubbard, well known to every advertising man in America, says the most dangerous place in New York City, between Fulton street and the Staats-Zeitung Building, is the upper end of Spruce street where the American Tract Society is perpetrating a nuisance and making people walk in single file with a possible chance of falling down the death pit they maintain. Mr. Hubbard says he never visits the office of PRINTERS' INK, while the American Tract Society death trap is open, without crossing over to go down on the other side of the street, and he regards the chasm in the sidewalk as a nuisance that ought to be abated. "Why should such a religious society be law breakers?" was Mr. Hubbard's closing remark.

The yawning abyss, maintained in the public highway in Spruce street since the erection of the American Tract Society's building, has been declared unlawful by the corporation council of the city of New York.

The Society has been notified that it must be permanently closed before May 1st.

A drawing published in PRINTERS' INK for March 26 showed this dangerous obstruction as it appeared on March 17 at 2.30 p. m.—and as it has appeared many times within the past five years—with ill-guarded doors thrown back above a 28 foot shaft, and the surrounding sidewalk cluttered with ash-cans and other rubbish. Upon the day of publication of this drawing a PRINTERS' INK reporter submit-

ted a copy of it to the Department of Buildings. This department having no jurisdiction beyond the walls of buildings, Secretary T. O. McGill advised that the matter be called to the attention of Mr. F. J. O'Conner, Superintendent of the Bureau of Encumbrances, 1739 Park Row Building.

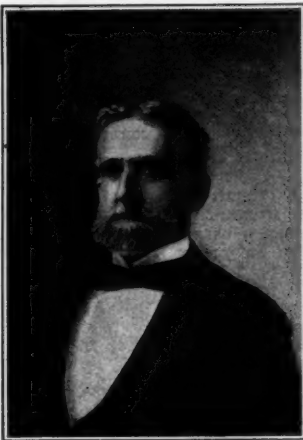
When Mr. O'Conner was shown the drawing and asked if he had anything to say regarding it, he replied in the affirmative and emphatically, stating that the blocking of the sidewalk in the manner shown in the drawing was clearly a violation of the laws. Sidewalk elevators and other openings

larger than an ordinary coal-hole or man hole are maintained only under vault permits from the city of New York, these being paid for at an annual rental of a certain sum per square foot. Such openings are confined to the space nearest the building, and cannot be placed more than five feet from the walls. Furthermore, these vault permits give merely

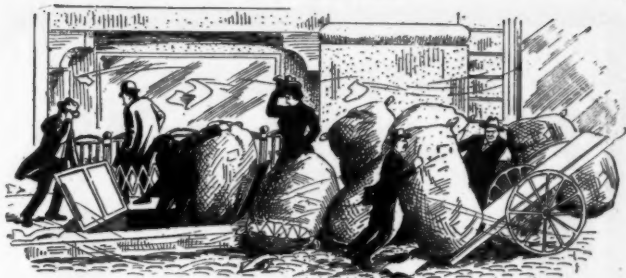
the right to use such openings as outlets or inlets for freight and ashes, and the transaction of similar necessary business, and require that the openings be closed when not in use for such purposes.

One of Mr. O'Conner's inspectors was sent to inquire into the matter within fifteen minutes, and found both doors of the death trap wide open, though no use was being made of it. The doors had been opened several hours that morning, but no goods had passed in or out for at least an hour before the arrival of the inspector.

According to the report made by this official, the maintaining of



MR. H. P. HUBBARD.



THIS PICTURE REPRESENTS THE DEATH TRAP IN ACTION, AS SEEN ON THE AFTERNOON OF WEDNESDAY, APRIL 9TH. NOT ONLY THE SIDEWALK BUT THE STREET IS BLOCKED UP WITH GREAT BAGS, EVIDENTLY CONTAINING PAPER, AND THOUGHT BY SOME TO BE UNSALABLE TRACTS RETURNED BY THE HEATHEN, AFTER THE MANNER MADE SO POPULAR IN RECENT YEARS BY THE NEW YORK "JOURNAL" AND THE NEW YORK "WORLD." PRINTERS' INK KNOWS NO REASON WHY REMOVALS OF THIS SORT SHOULD NOT BE MADE AFTER DARK. THAT IS THE POLICY PURSUED BY THE MOST SUCCESSFUL NEWSPAPERS.

the opening in that condition was in violation of the law. Orders were given to the American Tract Society to keep the doors closed, and the inspector's report was referred to Mr. Geo. Livingston, Commissioner of Public Works. The facts presented in this report warranted the latter in indorsing it and referring to the Corporation Counsel for legal advice upon which to act, and within a week that official gave orders that the chasm be permanently closed.

When the American Tract Society has complied with the law it will again, after five years, be safe

for pedestrians to walk upon the south side of Spruce street. Those who have found it difficult to reach the office of PRINTERS' INK without walking around through Nassau, Beekman and William street, will appreciate the restoration of Spruce street as a thoroughfare in a busy part of a populous city. Those who have braved injury and death in the more direct transaction of their business will have had the somewhat questionable satisfaction of becoming acquainted with a nuisance that had no counterpart in the city of New York.

THE HONEST ADVERTISING AGENT.

Probably the advertising agents of the country, and they are a numerous clan, study as carefully as any body of people the causes of success and failure. One of the most successful of these men, a man who charges one hundred dollars a day for his services, and is constantly at work, is almost an extremist on the question not only of honest intent, but even of honesty to the very letter. When his services are employed by an establishment his first move is to understand exactly what that establishment is doing, then to understand with equal clearness, what they are to present to the public, and then in formulating the presentations, to make statements clear, concise, in the best Anglo-Saxon, and such as are fully substantiated by all the facts in the case. Under no circumstances will he make the slightest variation from what he believes to be the exact truth in his statements, and he takes exceeding great care to post himself. Now, as just said, this man is one of the most successful advertising agents in this country, and is constantly employed by large corporations.—*Bis, in the New Century.*

"THE STAR OF HOPE."

There's a paper published by the prisoners of Sing Sing, Auburn, Clinton, the women's prison at Auburn, and the Reformatory at Napanoch, New York, that in its way, is a unique piece of journalism. It is a large handsomely printed paper of sixteen pages, a bi-weekly, founded April 22, 1899, "by the inmates, and is edited, contributed to and printed by" the inmates of State prisons of New York. No names of contributors are ever given. Instead their prison number is used. It is a little melancholy to think of the vast amount of talent that is segregated in these penal institutions—as is evidenced by the really meritorious articles that fill the columns of the *Star of Hope*. The management of the paper is to be congratulated on its success.

KEEP track of your competitor—but don't follow with your business in order to do so.—*White's Sayings.*

THE man who can forget that he is writing an ad and talk as he would under ordinary circumstances will get the trade.—*White's Sayings.*



SIXTEENTH WEEK.

In the 1902 PRINTERS' INK ad competition fourteen competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by S. F. Daily, 1624 East 10th street, Indianapolis, Ind., and it appeared in the Duquesne, Pa., *Observer* of April 4, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Daily when the marked copy of the paper was received. Two additional coupons, one to Mr. Daily and one to the advertising manager of the *Observer*, were sent in accordance with the terms of the competition when a selection of the best ad for the sixteenth week had been made.

Mr. Daily's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the thirteen unsuccessful competitors for the honors of the sixteenth week received a coupon good for one year's subscription to PRINTERS' INK, as a

partial consideration for their efforts in accordance with the terms of the contest. A pamphlet setting forth the terms and conditions of the contest is now ready. Its twenty pages contain the reproductions of the best advertisements for the past fifteen weeks. These fifteen ads show some of the good things that have been said of PRINTERS' INK. They also show what has been considered best in the respective week in which they were submitted. Whoever may think of something better to say that is true, and can say it in better chosen words and display it in a more eye-catching manner, or at least thinks he can, is invited to try. The pamphlet may be of assistance for that purpose. It will be mailed free of charge to those writing for it.

The 1902 competition began with the issue of January 8th. Over three hundred advertisements have been submitted in all and many of them showed unusual ability in producing an advertisement that could stand the critical scrutiny of the Little Schoolmaster. In almost every week there are at least two or three which might be called worthy of the weekly choice, but of course only one can be chosen.

ADVERTISING is a force only when it is forceful.

THE SCIENCE OF ADVERTISING.

The Best Method of Acquiring a Knowledge of This Profitable Subject.

There is no other subject in the business world to-day that is attracting so much attention as advertising. The development of this new force in commerce within the past ten years has been something phenomenal, and it is a factor that is growing in importance every day. The knowledge and use of advertising has aided development of our vast commercial industries and has enabled the United States to occupy a foremost rank in the struggle now going on for the conquest of the world's commerce. It has enabled our merchants and manufacturers to amass fortunes within a few years that formerly required a lifetime of labor.

The science of advertising is the most profitable study a young man can take up at the present time. As a profession advertising is in its infancy, while no business man's education is considered complete to-day without a working knowledge of its principles. So great has been the demand for trained men in this line of work that a number of business colleges are now making preparations to add a department of advertising to their course of instruction. However, for the earnest student, there is no better way to become familiar with the principles of advertising and their practical application than by studying PRINTERS' INK, "The Little Schoolmaster in Advertising," as it is affectionately termed by its enthusiastic readers. It is a weekly paper devoted to the science and principles of advertising, and each issue is in itself a text book on this fascinating subject. It is to-day, and has been for the past ten years, the recognized authority on all matters pertaining to advertising. The men who stand at the top of the advertising profession to-day frankly admit that they owe their success to its teachings, while thousands of business men freely bear testimony to the help and inspiration it has given them.

A young man just starting out in life could not make a more profitable investment than in a year's subscription to PRINTERS' INK, while to the man already in business the "Little Schoolmaster in Advertising" is an indispensable publication. Every issue is brimful of suggestions and advice for the improvement of his business, and a single column oftentimes contains more matter of value than the cost of an entire year's subscription. PRINTERS' INK is published every Wednesday in the year by George P. Rowell & Co., 10 Spruce St., New York City, at \$5 per year in advance or 10 cents for a sample copy.

THE MODEL NEWSPAPER DIRECTORY.

General Information. a miniature monthly published at Binghamton—for what purpose we don't know—gives space in its April issue to the following:

All newspaper directories are of value to the advertiser. Some are more valuable than others, but there is not one in America that we have ever seen or heard of that is as good as it should be, in our opinion.

What is needed for the protection of the advertiser is a newspaper directory that will absolutely guarantee the correctness of every circulation reported therein. Publishers that refuse or neglect to make a detailed report showing their average output for the preceding year should have a place in the directory, but no estimate should be given, simply the name and address of the publication, together with any other necessary information that is absolutely known to the publisher of the directory to be correct.

Publishers that are willing to give detailed statements showing the average circulation for the preceding year should have another part of the directory devoted to them. Each publisher making such a report should each year pay into the directory company a graded sum of money for each 1,000 of circulation claimed. A portion of this sum should be placed in an insurance fund, offering at least \$1,000 (one thousand dollars) to the person who should prove that the circulation of any publication was less than that stated in the directory. Each year as a statement was made the sum of money should be paid by the publisher, by which payment a large sum would accumulate, making the guarantee back of the directory company more valuable as the years passed. For one thousand dollars many an employee would be in a position to quit the company and give the information to entitle him to receive the 1,000 and publishers knowing this would be careful to stay close to the truth.

If it were proved that a publication had misstated its circulation it should then be placed in a portion of the directory devoted to such a class, in which condensed particulars of the matter should be given. In the State of New York there is a heavy penalty for misstatement of circulation. So far as we know no action has yet been brought under the law, but if a record could be obtained against a publication as outlined, it would become the duty of every advertiser, that had used its columns, to bring an action for damages. A plan such as shown above would be an easy one to promote, as publishers that now make detailed statements would be glad to enter into such an agreement, that is that portion of them that tell the truth in their statement. Until a plan such as stated is consummated advertisers will have to be satisfied with such makeshift newspaper directories as we now have.

DECEIT may build a business, but only honesty can keep it standing.

THE MIRACLE PILLS AGAIN.

George Rothwell, 162 Stamford street, LONDON, S. E., April 3, 1902.

Editor of PRINTERS' INK:

The Miracle Pills advertising failed because:

1st. Not one man in ten thousand requires an automobile.

2nd. The value and merits of the pills are lost sight of in the face of the coupon scheme. The general impression is that you part with 50c. for a remote chance in a gamble and get the pills thrown in.

3d. The average man would reason that if the price of the pills allowed of a free distribution of \$1,500 cars—they would be too dear for his money.

Yours faithfully,

GEORGE ROTHWELL.

SHOULD COMMIT THE WHOLE TO MEMORY.

BROOKE, BOND & Co., Limited,

Wholesale Tea Dealers.

17 & 18 St. Dunstan's Hill,

LONDON, E. C., April 4, 1902.

Editor of PRINTERS' INK:

I echo the suggestions of an appreciative reader that PRINTERS' INK wants an index.

The suggestions and information given by the Little Schoolmaster are so valuable, that business men would often be glad to use them, if it were possible to turn to the matter needed the moment it is wanted. But there's the difficulty. In front of us is the pile of numbers, and we know that somewhere in one of them is exactly what we want; but there's no time to look through them all, so they are pushed aside with a feeling of irritation. There are few things so tantalizing as to have an idea floating in one's brain and not be able to fix it.

If an index were affixed to each number, and also to each volume, the article needed could be turned up in a few minutes, and it's so soothing to one's overwrought nerves to find just what one wants easily. Yours faithfully,

A. BROOKE.

ONE SOLUTION.

Established 1832. Incorporated.

Capital Stock \$50,000.

CARTER'S SMART WEED CO. OF ERIE PA.

ERIE, Pa., April 11, 1902.

Editor of PRINTERS' INK:

We read Mr. Otis' letter in your issue of April 9th, complaining that manufacturers were to blame for druggists substituting by advancing the prices of their preparations and not acting in good faith in trying to keep their goods out of the hands of cutters. In reply I would say, we are making an offer in the advertising column of your paper that covers the point Mr. Otis makes. We take a druggist in partnership with us, furnish him goods that he can sell at a profit of a hundred per cent and have exclusive sale of the goods and get full price. This is the solution of the cut rate question, co-operation and direct dealing between manufacturer and retailer. Very respectfully,

CARTER'S SMART WEED CO.,

Geo. W. Brown, Pres. & Gen'l Mgr.

WANTS IT CLOSED UP.

PHILADELPHIA, April 9, 1902.

Editor of PRINTERS' INK:

Won't you please close your seventh Sugar Bowl contest up and send the prize over here to the office of the *Farm Journal* where, for a sufficiency of reasons already stated, it so rightfully belongs? Respectfully,

WM. C. W. DURAND.

ABOUT RATE CARDS.

NEW YORK, March 25, 1902.

The Journal Newspaper Co., Boston, Mass.:

DEAR SIRS—We have your circular of January 14th saying you were sending us a framed card that will assist us in "reckoning quickly at any time the cost of an advertisement in those Boston papers that have complicated charges for taking out column rules and inserting cuts."

If you have really succeeded in fathoming this wonderfully perplexing problem, you have accomplished more than solving the mystery of the Sphinx. The writer of this letter lived in Boston a year and a half and out in several hours each day trying to figure out how much the *Globe* and *Herald* would charge for Omega Oil advertising that appeared in those papers. At the end of a year and a half, he knew less about the rates of those papers than he did in the beginning.

Mr. Rowell, I believe, tells the story that a large advertisement was once inserted in the *Globe* and the *Herald*. It contained broken columns and several illustrations. A rate card of the papers was handed fifteen different advertising experts, together with a copy of the advertisement, the idea being that each should figure out what the ad would cost as he interpreted the card. The astonishing result was reached that no two of the fifteen figured the cost out to be the same and every one of the fifteen was wrong. This may be a fairy tale, but as the writer remembers it now, it was given out originally as a fact.

BERT M. MOSES,

Sec'y & Treas., the Omega Chemical Co.

PAPER MAKERS.

Egyptian paper was made from the pa-py-rus plant. Perhaps the peculiar qualities of the plant were discovered by some naturalist, although, so far as we know, there was no Uncle John in those days nor were there any naturalist clubs. At any rate, these old Egyptians evidently kept their eyes open, for they observed the pa-py-rus very closely. It is a tall reed that grows from twelve to fifteen feet high and has a triangular stalk. The paper makers of old took a piece of the stalk, removed the outside of the rind and unrolled the inner part with a sharp instrument. On this sheet another was placed crosswise, and the two were fastened together by means of gum, or the juice of the plant. The paper was increased in length by fastening the sheets together, end to end.

MAKE your ads straight to a point you see—but be sure that the point you make is a strong one.—*White's Sayings*.

The Supremacy of The New York Times

The gains of the
New York TIMES
in circulation and
advertising during
the year 1901 ex-
ceeded in volume
and in percentage
those of any other
New York morn-
ing newspaper.

The New York Times

"All the news that's fit to
print."

NOTES.

THOMAS MEEHAN & SONS, Philadelphia, Pa., advertise their lawn fertilizer in a neat mailing card.

THE Mahin Advertising Company, Chicago, discusses "Modern Business Methods" in a small, meaty folder.

THE *Practical Jeweler and Optician*, 9-11-13 Maiden Lane, New York, has been suspended after its fourth issue.

REV. HOMER C. STUNTZ has started the *Philippine Christian Advocate*, the first Protestant religious paper published in the Philippines.

"WANTED—Young Man with \$1 capital to form a Hand and Glove Partnership" is the sign in a Sixth avenue window display of gloves.

"TWO-THIRDS of Your Life is Spent in Your Shoes" is the title of a small mail order catalogue of footwear from Schumacher Bros., Milwaukee.

"OPPORTUNITIES" is a neat, small brochure from the Manhattan Reporting Company, 150 Nassau street, New York, telling of its method of teaching shorthand by mail.

In the current issue of *Sunshine*, the little organ of the Sun Life Assurance Company, Montreal, are printed halftone views of Baltimore and Maryland public buildings.

THE Isaac H. Blanchard Company, New York, shows its new machine type, "Scotch Face," in a fine folder. The title page is an astounding piece of machine composition.

THE DuNoyer-Curry Agency, Utica, N. Y., sends out a fairly good booklet in behalf of their writing and placing service. It could have been improved by quieter display, perhaps.

GEORGE BRADFORD TRIPPLER, haberdasher, Potter Building, New York, sent out an appropriate Easter card, bearing lilies on one side and spring furnishing goods talk on the other.

AN excellent booklet, descriptive of White Star Oil Filters, comes from the Pittsburg Gage and Supply Co., Pittsburg. The text is compact and the illustrations illustrate fully.

THE J. H. Barnaby Co. sends out a folder describing spring goods. The matter is well written, but the illustrations, printing and general make-up are little short of abominable.

SHEPPARD & MYERS, with offices and factory at Hanover, Pa., and seven stores in Pennsylvania, New Jersey and Delaware, issue an extremely neat catalogue of their \$2.50 shoes.

THE March issue of *Agricultural Advertising*, Chicago, a special poultry number, is one of the most creditable efforts of that excellent paper which came to the Little Schoolmaster's notice.

THE foreign advertising of the Syracuse, N. Y., *Post-Standard* is in charge Mr. Paul Block, with headquarters in the Vanderbilt Building, New York City, and in the Unity Building, Chicago.

Two prospectus booklets—one for the Great Western Oil & Gas Co. and the other for the Crawford Oil & Gas Co., of Boulder, Col.—come from J. M. Eubanks of that place. They are neat, but not notable.

THE Kinco Hotel, Kinco, Maine, has a booklet full of halftone views that are somewhat better than the average, while the description of the house, the town and surroundings is full of essential facts without being stilted.

THE A. D. Farmer & Son Type Founding Co., New York, sends an assortment of folders and envelope fillers which are commendable for variety, but are of rather old-fashioned sort so far as composition is concerned.

THE Dietz Lantern Co., New York, send dealers an assortment of attractive slips, each of which bears the cut of a lantern and descriptive matter. These slips are about the size of an envelope filler, and are neatly arranged.

THE *Daily Gazette*, Schenectady, N. Y., issues a sworn statement for March in which are asserted figures for an average daily circulation of 8,349. In the same period the paper says it printed 20,066 inches of advertising.

"THE Question of Export" is a compact booklet setting forth the foreign advertising service of the *Export Implementation Age*, Philadelphia, a monthly which claims an exclusive circulation of 5,000 copies among foreign buyers in many parts of the globe.

ELMER E. CLARKE, late advertising manager of the *Journal-News*, Evansville, Ind., is now acting in the same capacity for the *Courier*, of the same city. The daily edition of the *Courier* now guarantees a circulation of 10,253, and the semi-weekly edition 9,806.

THE Watertown (N. Y.) *Daily Standard* celebrated its eighth anniversary March 29 with a souvenir supplement containing portraits of esteemed citizens, histories of the town and its business institutions and other matter of the kind sacred to the maker of special supplements.

THE *Shopper's Guide*, published by W. H. Roystone, Jr., Boston, is a little monthly handbook of notes about fashions and woman's wear, containing ads of firms who deal in such lines. It consists of 32 pages of succinctly written matter, illustrated by cuts of the fashion plate type.

"WHAT'S in a Name?" is the title of a booklet from Conner, Fendler & Co., 56 Beekman street, New York, and the firm answers the question with several dozen testimonials from customers who have bought type or printing machinery of them, and who have no cause to regret their bargains.

THOSE who visit the Roycrofters, East Aurora, N. Y., are supplied with souvenir postal cards, printed upon thick board and bearing halftones of the shop and its inmates. This method of advertising might easily be adapted by every large establishment that makes a practice of entertaining visitors.

Collier's advertising literature is always thoroughly attractive, artistically and typographically. The latest thing received is a folder announcing the *Woman's* number, which was issued on April 12, with miniature reproductions of the cover by Henry Hutt and the centerpiece by W. T. Smedley.

A. W. STEPHENS, maker of advertising novelties, Cambridgeport, Mass., sends out samples of his "Presto Bottle Opener" attached to a small mailing card. The novelty is intended as an ad for bottlers and brewers, and in the form presented is pretty sure to get consideration from those who receive it.

The Household, of New York, has been purchased by Mr. Edgar O. Silver, of the firm of Silver, Burdett & Co., the book publishers. The magazine will be published monthly, in the same size and form as heretofore, and the high standard in character and style that it has always maintained will be continued.

The book advertising methods of the Bowen-Merrill Company, Indianapolis, may be a trifle "yellow," but there is little probability of escaping the announcements of one of their new publications if you are a reader of magazines or newspapers. Their eight-page insert in the April *Bookman* is well worth looking over.

The Kingsley, Thackeray and Esmond Hotels, London, England, issue a fine little brochure containing descriptions of the houses, tariffs in English money with a slip showing the daily rate in dollars and cents, a condensed guide to London, schedule of car fares, list of churches and a small map of their own district. The printing and make-up are thoroughly commendable.

The Agricultural Insurance Company, Watertown, N. Y., finds an interesting way of "playing up" its annual losses. Instead of expressing them in bald figures, it says, "This company meets with a loss by fire every other hour, night and day, throughout the year. There is probably never a moment when smoke is not ascending from some fire in which the Agricultural is interested."

The Meriden Britannia Co., Meriden, Conn., mails a series of attractive cards to 15,000 retailers throughout the country, reaching those to whom they do not sell goods. This campaign is supplemented with 300 of the same style to jobbers, with a slip explaining their purpose, and a lesser number to their traveling representatives. The series consists of twelve cards, sent a week apart.

MR. J. A. KINGMAN, advertising manager of the Locomobile Company, New York, sends *PRINTERS' INK* a set of proofs of page ads that went into April magazines and trade publications. The usual plan of locomobile advertising is followed—namely, that of using photos of the machine in odd places—and in this series there are several impressive views of a Locosurrey on the summit of Lookout Mountain.

The Chandler & Price Co., Cleveland, Ohio, issues a booklet describing their presses, in which there are several pages

of detailed information likely to interest anyone owning or running small presses. The cover is odd and artistic, but the mistake has been made of printing body matter over tint blocks on the inner pages. Such effects are seldom artistic, and they never add to the legibility of the advertising story.

The John Deere Plow Company, Kansas City, Denver and Moline (Ill.), issues an exceedingly attractive catalogue of vehicles, illustrated with fine half-tones and well printed upon a fine grade of stock. By interleaving small pages bearing prices and descriptions it is made possible to give the illustrations greater prominence. The printing does credit to the Grand Rapids Engraving Company, Grand Rapids, Mich.

The Cincinnati *Post* is about to increase its pressroom facilities at "a tremendous cost." During July it will install five triple-deck perfecting presses, made by the Goss Company, Chicago, and capable of making 120,000 eight, ten or twelve page papers per hour. With the present equipment of six Potter presses the new plant will be the largest in Ohio, with the Cleveland *Press* second. Both are Scripps-McRae League dailies.

An excellent little brochure is used to call attention to the Van Rensselaer apartment hotel, 17 East 11th street, New York. The cover shows a street in old Manhattan, and the entire booklet is carried out upon the same decorative scheme, with pictures in buff and bright blue. The descriptive matter is confined to short paragraphs setting forth the hotel's conveniences and service, with especial emphasis laid upon its surroundings and historical associations.

The Akron (Ohio) Mining Company recently ran an odd looking double column six-inch ad in the New York *Evening Telegram*. In so far as matter or argument were concerned, it differed very little from the common run of investment ads, but by setting it in plain body type and producing it in halftone a very striking effect was secured. It looked much like the fac-similes of old documents used as illustrations to historical books. As the main object in the vast mass of investment advertising seems to be to attract attention, the oddity doubtless paid.

THE E. KATZ Advertising Agency, 230-231-232-233-234 Temple Court, New York, has closed a contract as the special Eastern representatives of the Evansville, Ind., *Evening Journal-News*. The *Journal-News* is exclusive in the evening field in Evansville and covers fifty towns in the First District, also Kentucky and Illinois towns within 100 miles. Evansville is the second city in Indiana, having a population of over 60,000; over 400 manufactories and manufacturing industries in successful operation; eight railroads and nine steamboat lines enter and depart from the city daily.

"THE Art of Shaving," a small booklet from the Thompson Mfg. Co., Troy, N. Y., sets forth the merits of the Royal Lather Brush, and has something

to say about the importance of brushes and leather in shaving. This information will be generally read by men, for it is interesting, but the booklet might have been made more effective had it given razor information as well. Despite the number of advertisers who exploit soap, razors, strops, brushes and other shaving impedimenta, there are few booklets which give information of this kind, and it would seem as though a complete little treatise upon all the details of shaving—care of razor, honing, stropping and the like—would mightily interest any man who got hold of it.

THE George H. Friend Paper and Tablet Co., West Carrollton, Ohio, get out of the rut in advertising their papeterie goods: "The effete East sneers at the idea of a Western papeterie house, and yet the biggest hardware house in the world lies west of the Mississippi; so does the biggest wooden and willow ware house; so does the biggest paper house; so does the biggest stationery house and the biggest railway depot. Imagine men like Lincoln or McKinley growing on Vermont or Connecticut soil, or who would expect to find the Garden of the Gods in the State of New Hampshire. Teddy Roosevelt was born East by accident, but the breath of the plains sent him up San Juan Hill. The robust appearance of our papeterie line is accounted for by the fact that it grows up out West."

THE Sweet Violets brand of cigars, the five centers popularized by Austin, Nichols & Co., the leading New York wholesale grocery firm, has now reached a sale of over 12,000,000 annually. This has been achieved through the efforts of J. Edward Cowles, the manager of the cigar department. The most popular method of publicity inaugurated and employed by that gentleman is the series of exhibitions and demonstrations which he conducts in prominent drug stores. One of these is now on view at the James pharmacy, northeast corner of Eighth avenue and 43rd street, New York. The immense show window, about 18 feet wide, is devoted to the cigar. The Pacific Coast Borax Company is also conducting an exhibition of its wares at the same drug store at present. Beneath an artistic arch, the roof supported by four columns, is an array of the wares. The arch itself is the main attraction. It is constructed of crystallized borax. It may well be imagined that these opalescent, translucent crystals, refracting the light in all directions, and pure white, make a striking effect.

THE following predictions concerning the future of the South occur in a letter which *Bradstreet's* wrote to the *Manufacturers' Record*, Baltimore, on its twentieth anniversary. The managers of the Atlantic Coast Lists, New York, make good use of an excerpt in a folder advertising their 750 Southern weeklies: "The future of the South, particularly in the line of manufacturing, is indeed a flattering one. Nowhere else in the world can there be found such a close grouping of all the raw materials, such as cotton, coal, iron, lumber and oil, which go to form a basis of industrial

activity. Soil and climate alike appear to lend themselves to furthering this activity, and recent census returns point to the varied attractions of that part of the country, attracting the industrious and capable of other States and countries to the South. To a greater extent than any other section of the country, probably, will the South share in the fruits of conquests of new lands and markets which are embraced in the present movement of commercial expansion, and rich indeed promises to be the heritage which the South of to-day will leave to its children."

THE *Postmasters' Advocate*, Washington, issues a booklet containing circulation figures and facts concerning its clientele. Its manner of analyzing the paper's readers is to be commended to other publishers. "You can't tell to save your life," it says, "why you think the postmasters of fourth-class offices are 'rubes.' But you do of course, along with nine-tenths of the rest of folks. It's funny, but false. Glance over these portraits of fourth-class postmasters. Can't pick out a green goods victim, can you? These men will turn down any proposition that is in any way off color just as quickly as a Chicago broker. Uncle Si is not the postmaster now. Postmasters of fourth-class offices are frequently storekeepers. Practically every one is a politician. Members of Congress select men who have been of most service to them in the campaign. The hustling men of the neighborhood are not the old grandfathers with long whiskers, but the bright young men who get out among voters and do efficient work. The postmaster is the oracle of his neighborhood—a source of information for the surrounding country. 'Let's consult the postmaster,' is what thousands of people in small towns say and do. 'Where can I buy this or that?' is asked daily."

COMPARISON of current fashion plates with book and magazine illustrations leads one to think that the fashion plate is not only becoming "art," but that "art" of a certain kind is rapidly becoming a fashion plate. Some of the more notable illustrators of the day seem powerless to draw the human figure in any other than a standing position, while stiffness and disregard of anatomy and proportion give them the true fashion plate character. On the other hand, the fashion plate is being turned into a thing of real beauty. The man who wears the latest clothes in a *Rogers-Fleet* or *Browning-King* booklet is always a human being, standing or sitting or moving in ways familiar to all who live and do business with human beings. Reasons are not far afield. With a few exceptions, book and magazine publishers pay for artists' names, seldom criticizing signed pictures. The advertiser, on the contrary, pays high prices to the artist who can humanize his fashion plates, and his designer, at \$20,000 or \$30,000 a year, oversees the work and insists that the clothes details be accurate. The result is a picture with life and action, combined with a far more effective display of garments than was ever possible in the lay-figure pictures of the past.

A SCHEME.

An ad clipping contest, as described in this article, offers an easy and effective way for the storekeeper to advertise himself. Announce in all the mediums that you are accustomed to advertise in, that some time within two weeks, say, you will publish an advertisement which you wish all the young ladies in the town to watch for. Say that it will be to their advantage to do this, as to the young lady who brings to your store, within a week after the advertisement in question appears, the largest number of clippings of it you will present a valuable prize.

The announcement should be made not less than two weeks before the ad you wish clipped, appears. Do not in this announcement say exactly when the ad to be clipped will appear, but "spring it" unexpectedly. So that the people will recognize it when the advertisement does appear, say at the top or bottom of the display in small letters: "This is the advertisement I want clipped and brought to my store."

From time to time, after you have made the first announcement of your contest until the ad to be clipped appears, make further mention of it in your advertisements. Do not speak of it in every advertisement during the two weeks, as if you do, when you do publish the ad to be clipped, no one will be surprised. Everybody will immediately recognize it. Mention it only three or four times during the two weeks, and advertise your regular goods in the other issues.

The prize you offer should be something good. Any piece of jewelry suitable for a young lady would answer. It should be something worth anywhere from \$10 to \$50, according to the size of your town and your resources. The prize, properly labeled, should be exhibited in the show window immediately after the first announcement is made until the award is made.

Time your contest so that the announcement of the award can be made at some public function, such as a fair or festival. Make arrangements with the managers of the affair, to count the clippings received themselves, you merely delivering to them the sealed envelopes of the contestants, letting them announce the winner and make the award.

If you work this scheme for all it is worth, you will find that the notoriety you will obtain through it will bring you a great deal of business. The outlay required is very small. If you are a regular advertiser in the local newspaper, the only expense attached to carrying out the plan would be the cost of the prize. Of course some labor and time is required of you, but nothing can be accomplished without the expenditure of both.

By insisting that contestants must bring their clippings to your store in person, you will immediately increase your sales, as the visitors, providing your goods are attractive and well displayed, will seldom leave without purchasing something. The contestants will, after your first announcement, ask all their friends who are ineligible to compete, to watch out for the advertisement to

be clipped, and to save them the copies of the paper in which it appears, from which to clip it. This will make nearly everybody in town read all your advertisements during the two weeks, and keep your name and business constantly before them.

It is by just such plans as these, which are a little out of the ordinary, that the storekeeper makes for himself a reputation of being up-to-date, and gains more new customers than he would in a year if he went along in the same old rut.—*Practical Jeweler and Optician.*

PULITZER'S SUCCESS.

Thousands of columns have been written about Joseph Pulitzer, some things said were true and some otherwise. Perhaps a little inside information would not prove unappreciated. Joseph Pulitzer landed in New York in 1864, a poor Hungarian boy, without a dollar to his name. After a trial at all sorts of occupations, he succeeded in getting a position under Carl Schurz, who gave him his first start in journalism. He was successful from the start. Appreciating the inadequacy of his education, he went to Europe, where he studied for a time. On his return to St. Louis he learned that a newspaper that had ruined its every stockholder was to be sold. He bought it for \$2,500—Associated Press franchise and all. Newspaper men shook their heads and smiled. In five years the paper was paying \$75,000 in profits.

Joseph Pulitzer then cast his eye toward New York. He attracted the attention of Jay Gould, owner of the *New York World*, which was originally started as a religious paper. Gould sold the *World* to Pulitzer for \$346,000. In six years it had become one of the most successful newspapers in the world, proving that its new owner was a genius in his calling.

When the *World Building* was erected it was a nine-day wonder—the best-equipped newspaper office in the country at that time. Pulitzer spent \$1,900,000 for the site, building and equipment—every dollar of which has been paid from earnings of the paper. Mr. Pulitzer is worth a fortune aside from his newspaper property the income of which is said to be not less than \$500,000 a year.—*Newspaperdom.*

THE man who makes up his mind as to what class of trade he will go after, and goes after that class with systematic advertising generally gets it.—*White's Sayings.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

FOR VISITING CARDS—see ad below.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

AGENTS WANTED to sideline ours with their line on commission, or entire time on salary. **MANUFACTURERS' OIL CO.**, Cleveland, O.

DON'T buy ready-made ads. Secure individuality by having yours written to order. Let me know what you want. "IDEAS," Printers' Ink.

WANTED—Good advertising solicitor who can invest \$10,000 in a prosperous publication to extend its business. "OWNER," care Printers' Ink.

SITUATION wanted by a man who has had 11 years of experience in circulation, with the best of references. E. G. INMAN, 3363 N. Hobey St., Chicago.

WANTED—Reliable person to solicit advertisements in New York, also one in Chicago and one in Boston. Liberal pay. **TEACHERS' GAZETTE**, Milford, N. Y.

CIRCULATION manager, young, capable and thoroughly experienced, desires position with Chicago publication. Glit-edge references. Address "P. E.," care Printers' Ink.

ADVERTISING manager, acquainted with several lines, including dry goods, desires to change position. Can plan and prepare effective copy. "SUCCESSFUL," Printers' Ink.

WANTED—Proposals on newspaper premiums suitable for evening publication; something that will do for three and six months' subscriptions. Address "I. M. P.," care Printers' Ink.

WANTED—Country publishers can learn of a sure way to increase their circulation. No charge of any kind for the advice. Address **THE AMERICAN LITERARY MAGAZINE**, Lancaster, Pa.

WANTED—Established daily paper in Northern Ohio, in city of not less than 10,000. Job department not desired. Give price for all, or for controlling interest and terms. Address "OHIO DAILY," care Printers' Ink.

100 VISITING or Professional Cards and real leather card case, postpaid, for 50c. One, two or three lines of printing: script or roman type. Write plainly. **LEROY ENGRAVING CO.**, Fourth St., near Chestnut, Philadelphia, Pa.

AM making copy for odd little savings bank where. Will help any savings bank anywhere. Will sell manuscript when complete. **JAS. H. COLLINS**, 10 Spruce St., New York.

STEREOTYPE PRESS wanted, which will print 3 or 4 pages with columns 20 inches in length, 13 ems wide. Must be in first-class condition and capable of running 10,000 per hour. Price must be low. Address "STEREOTYPE PRESS," care Printers' Ink.

WANTED—All around newspaper man, capable of managing a daily paper in city of 25,000 population, who will take \$1,000 or more in stock, paying not less than 12 per cent. Salary \$1,500 to right man. Address "MANAGER," care Printers' Ink.

AM well qualified to act as advertising manager for concern doing largely trade paper advertising. Manufacturing and trade journal experience. Practical knowledge of printing, photography, etc. Age 30; salary \$1,500. "G. S.," 2267 Adams St., Chicago.

WANTED—Position as business and editorial manager of small daily or country weekly by bright, hustling, energetic young man of collegiate education, broad newspaper experience and unimpeachable moral character. Address "S. M. W.," care Printers' Ink.

WANTED—Responsible agents to handle our special printing inks for imitation type-written letters, also matching ribbons, copying and record ribbons and carbon paper, as side line. High-grade goods; liberal commission. **UNION RIBBON AND CARBON CO.**, 77 North Water St., Rochester, N. Y.

CANVASSER wanted to sell **PRINTERS' INK**—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address **PRINTERS' INK**, No. 10 Spruce St., New York.

WANTED—Every advertising writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE P. HOWELL & CO.**, 10 Spruce St., New York.

I WANT a position where I can put into practice my ideas of adv. They are up to date, progressive and aggressive. If you want your business pushed, if you are looking for larger returns, take advantage of my experience, my determination to make the business I champion the most flourishing in the country. If your business is clean I will "take it to bed" with me. References that are satisfying will be sent you. I am in the field—write now. If you want more business, if you want some one to make your business his business, show me business by writing at once to some one who knows his business. Address "J. H. B.," care of Printers' Ink.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.**, N. Y. City.

NAMES AND ADDRESSES FOR SALE.

2,000 ADDRESSES Philadelphians for \$5. An A. No. 1 list. **FREDERICK C. EBERHARDT**, 329 S. Fourth St., Philadelphia, Pa.

PAPER.

IF you use Coated Book Paper, send us for samples and prices. Three full lines in stock. **RASSETT & SUTPHIN**, 45 Beekman St., New York City.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

ADVERTISING AGENTS.

FOREIGN advertising is our specialty. We place advertising in foreign dailies, weeklies, illustrated magazines, class or trade journals published in any part of the world; 5,000 foreign journals on file at our office. If your foreign advertising has not been satisfactory, consult us. We will give you unbiased advice or guide you to success. **INTERNATIONAL ADVERTISING BUREAU**, 32 Broadway, New York.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

SPECIAL EDITIONS.

WE will send while they last a copy of a corking good special edition that we illustrated. **THE STANDARD ENG. CO.**, 61 Ann St., N. Y.

STEREOTYPE OUTFITS.

COLD Simplex stereotyping outfits, \$13.50 up. Two engraving methods, with material, \$2.50. Foot-power circular saw, all iron, \$37. **HENRY KAHR**, 240 E. 33d St., New York.

CARBON PAPER.

CARBON papers for pen, pencil, stylus and typewriter. Catalogue of 50 varieties for the asking. A liberal supply of samples for 10 cents in stamps. **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J.

MEN'S HATS.

TRY A DANBURY HAT.
We will duplicate in style, quality, workmanship and finish for \$2 any \$5 hat sold by retail stores in New York City. **DANBURY HAT CO.**, 22 Desbrosses St. and 363 W. 125th St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.**, 45-50-51 Maiden Lane, N. Y.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS.—Knives, forks, spoons, best attraction for resorts, exhibitions, advertisers, etc. Samples, Pan-Am. Expo. souvenirs, 25c. Booklet for asking. **WICK HATHAWAY'S CONCERN**, Box 100, Madison, O.

SITUATIONS WANTED.

EXPERIENCED, original adv'g writer is open for engagement. "H. E. R.," Printers' Ink.

EXPERIENCED advertising and circulation manager would like to take charge of one or both above departments for some good paper. Size of town, paper and salary not so much object as future. "H. E. R.," Printers' Ink.

ORIGINAL DESIGNS.

ORIGINAL designs for catalogue covers, letter-heads, newspaper and magazine advertising. Specially designed sketches submitted free. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

ADDRESSES FOR SALE.

ADDRESSES of 4,500 property owners in prosperous Wright County—3,900 farmers. **JOURNAL**, Buffalo, Minn.

100,000 CAL. names and addresses, typewritten. Will bring business. \$1 per 1,000. **ELECTRIC SALVE CO.**, Redding, Cal.

AGENTS' LETTERS.—We have 10,000 letters from agents who have sent us money in 1891-1902. We will sell a copy of the names and addresses from the original letters at \$1 per 1,000. **DOMESTIC MFG. CO.**, Minneapolis, Minn.

3,400 FOR \$6.50. Names and addresses of resident farmers and householders of Whitley County, Indiana, all heads of families, compiled by a county officer from official records, accurate and reliable, typewritten and arranged in convenient form. **WM. H. CARTER**, County Auditor, Columbia City, Ind.

NEWFOUNDLAND is a good market for American products if properly introduced. Up to the present the English have had a monopoly of the trade of the island. Not because of superior goods or lower prices, but because they have sought out the business men and have made their goods known. What they did you may do. Send for my list of 4,500 Addresses of Leading Professional and Business Men of Newfoundland, \$2 per M., or \$5 for the lot. Then forward your catalogues and samples.

E. FROUDE, Box 962, St. Johns, Newfoundland.

MISCELLANEOUS.

MY erasing guard for typewriters keeps the dirt out of the machine; 35c. each, cheaper than cleaning. Send for illustrated circular. "GUARD," Printers' Ink.

PUBLISHERS' COMMERCIAL UNION, a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

PURE WHISKY, our Kentucky distillation, direct from distiller to consumer. Twelve years old, \$5 gallon. Enclose money order to **FOYNTZ BROS.**, Distillers, Mayville, Ky.

THE BODEGA XXXX WHISKY. A special brand 10 years old, one gal. or 4 full quarts, \$3. Send check, p. O. or ex. order. **J. W. CALMAN & CO.**, Distillers, 321 Tremont St., Boston, Mass.

MY weekly letter on "The Novelties of Invention," with notices of new types for the cuts, makes a good feature at low cost for weeklies or dailies. "CURIOUS," Printers' Ink.

THE advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address **A. V. LEWIS**, 729 Eighteenth St., Washington, D. C.

SELLING through the mail. Manufacturers of envelopes and all paper, etc., designed to facilitate selling through the mail and for protection are invited to send samples and prices to **A. JENNINGS**, 65 Barry Road, Dulwich, London, England.

PRAYERS FOR THE DEAD.
In the light of Holy Scripture. A course of five sermons by Rev. James Simpson, M. A. Highly indorsed by Canadian and United States Churchmen. Very neatly gotten up, 64 pages; postpaid to any address, 25c. **EXAMINER PUBLISHING COMPANY**, Charlottetown, P. E. I., and, Canada.

EUROPEAN TOURS.—Sailing from New York June 18 and July 1, 1902, including Belgium, Scotland, Ireland, England, Holland, Germany, Switzerland, Italy and France. Price for 63-day tour, including all expenses, \$475. for 60-day tour, \$340, and \$375 including all expenses. These are ideal trips. For particulars address **H. F. HARRIS**, Canton, O.

THE writing of descriptive booklets and pamphlets of the highest class a specialty. Do not write advertisements for insertion in newspapers. Orders desired from manufacturers, railroads, corporations and firms. Best of references as to preparedness for the work and literary merit of composition. Address **COBBE'S LITERARY BUREAU**, Room 27, 115 Nassau St., New York City.

PHYSICAL CULTURE FOR BRAIN WORKERS
Brain Energy vs. Brain Fog.

My system of physical culture teaches how to train the nerves to perform the strain that it daily puts upon them.

Banishes nervousness, insomnia and that tired feeling.

Does not build up knotty muscles at the expense of the nervous system.

It makes the blood tingle, the nerves strong and steady, the brain clear and active, the muscles powerful.

It builds children up symmetrically into brainy and robust men and women.

My pamphlet free for the asking.

PROFESSOR HENRY ULLRICH, Suite 1506, Masonic Temple, Chicago. Reference: Western State Bank, Chicago.

NEWSPAPER AND JOB OFFICE FOR SALE.

EXCEPTIONAL circumstances place on the market a finely equipped weekly paper and job office. making big money, which can be materially increased. Growing town, unlimited field. To a good newspaper man with about \$3,000 in cash most liberal terms and arrangements will be made. Do not answer unless you mean business. If you do, and want a property that will pay for itself in a short time, address "OPPORTUNITY," care Printers' Ink, New York.

NEWSPAPER BROKER.

A. H. SMITH, Newspaper Broker, Earlville, Ill. Reliability, discretion, promptness. Write.

PRINTERS.

5,000 NOTEHEADS, \$4. Good paper, good printing. Send copy and cash with order. **JOHN FAWCETT**, Printer, Delphi, Ind.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

1,000 NOTEHEADS, statements or type-writer letter-heads neatly printed, \$1.50, 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. **R. MCGREGOR**, Princeton, Ky.

BONDS, CERTIFICATES and DIPLOMAS. Send for samples and estimates. also lithographed blanks, to be completed by type printing; large variety of patterns. **ALBERT B. KING & CO.**, Lithographers, 106 William St., New York.

PRINTING FOR ADVERTISERS—Crisp, original ideas for illustrated folders, mailing cards, envelope inserts, etc. I make them to your order, or perhaps some of my stock designs will fit your business.

FRANK J. FELLOWS,
106 Fulton St., New York.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like.

This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,
10 Spruce St., New York.

THE CHELTENHAM PRESS.

Booklets, Printed Matter

of all kinds.

Positively no Competitive Estimates.

Established 1897,

and has done work for

Rogers, Pest & Co.—Brooks Bros.,

W. W. Astor,

McVicker & Co.—The Haberdasher,

Gorham Co., silversmiths—Kaakel & Kaakel.

Many others

of the Best Class.

THE CHELTENHAM ADVERTISING SERVICE.

Newspaper and Magazine Advertising

Planned, Designed and Placed.

Positively no Split Commissions.

Recently established

and responsible for the

New York newspaper advertising of

Brooks Bros.,

Criterion Hotel,

A. B. Kirschbaum & Co.,

Wallach's Hats.

Others of the Best Class.

150 FIFTH AVENUE.

Telephone 1919 18th Street.

FOR SALE.

THE best city in North Carolina is Charlotte. The News reaches twice as many of its people as any other paper.

THE best county in North Carolina is Mecklenburg. The Times-Democrat reaches twice as many of its people as any other paper.

CYLINDER, Engine, Machinery, Press, Dynamo, Gas-Engine Oil. Best quality low prices. **MANUFACTURERS' OIL CO.**, Cleveland, O.

FOR SALE—A weekly newspaper in town of 2,500; circulation of 1,000; is a paying proposition. "PUBLISHER," P. O. Box 611, N. Y. City.

FOR SALE—Cottrell & Babcock cylinder press, size for six-column quarto, air springs, table-less delivery. At a great bargain. **NEWS**, Northfield, Vermont.

FOR SALE—1,000 addresses, married women, in small towns Central N. Y., new, \$2.50. Same, heads of families. Write C. E. WHITNEY, 332 So. Warren St., Syracuse, N. Y.

FOR SALE—Agents', farmers' and children's addresses. Guaranteed fresh and reliable. Prices reasonable. Address with stamp. **M. & P. BROKERS CO.**, 18 Stafford Bldg., Buffalo, N. Y.

FOR SALE—Large 8-page Babcock press, with improved folder, one pony cylinder press, two jobbers, type and other equipment sufficient to equip large newspaper and job office. Will sell quick for \$1,900, worth \$3,300. **THE STAR PUBLISHING COMPANY**, Muncie, Ind.

FOR SALE—\$100 share of stock in medicine company, payable \$3.33 per month, pays 6 per cent dividend for last 4 years, expects to pay 10. One share sold in a town. Stockholder is representative of company in that city, taking charge of business of company. **CARTER'S SMART WEED CO.**, Erie, Pa.

PRINTING OFFICE BOOKKEEPING MADE EASY—Double entry system. Easier to keep than no books at all. Shows amount of business and profit monthly or yearly. Complete set of books, \$6.75. Send for sample sheets and testimonials. In use in 15 States. **C. S. MUNGER**, Herkimer, N. Y.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

FOR SALE, AT TWENTY PER CENT OF THE ORIGINAL COST, **NEWSPAPER PERFECTING PRESSES.**

Two plants, Clause web press. Prints 6 or 7 columns, 4 or 8 pages, folds and counts either two folds or three.

Scott press, with Potter folder, pastes and counts 4 or 8 pages. Also stereotyping equipment, furnace mould forms, etc.

Lot of German and Roman text type, some desks, other office furniture.

Reyhold Cincinnati automatic book trimmer, belt driven knife 36 inches long.

CARLIN MACHINERY & SUPPLY CO.,
Lacock and Sandusky Streets,
Allegheny, Pa.

ELECTROTYPES.

WE give special attention to making of good electrotypes for news/p ads. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.**, 21-26 Vandewater St., N. Y.

PUBLISHING BUSINESS FOR SALE.

\$35,000, AND WHAT CAN BE DONE WITH IT—There is a trade paper field which is not properly occupied, in which the business justifies a paper worth several hundred thousand dollars. There is a paper in that field which, though the leading journal with a long and honorable career, is not conducted upon modern trade journal lines. This paper can be bought for \$35,000, and by just good hard work made worth say \$250,000 in say three years.

EMERSON P. HARRIS,
Broker in Publishing Businesses,
233 Broadway,
New York.

BOOKS.

DEPARTMENT STORE DIRECTORY.
\$1 postpaid. 253 Broadway, New York.

PURE books on avoided subjects. Circulars of these and a trial trip subscription to a **Quaint and Curious Magazine**, all for 10 cents. Positively none free. **YE QUAINT MAGAZINE**, Desk 9, No. 7 St. Paul Street, Boston, Mass.

MAKING A COUNTRY NEWSPAPER—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily, law; how to make a newpaper and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY**, 334 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the **Careet** a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—**Caxton Careet**.
The book will be sent to any address upon receipt of one dollar. **Geo. P. ROWELL & CO.**, 10 Spruce St., New York.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$500, \$500, \$400, respectively. Apply to **Geo. P. ROWELL & CO.**, owners, on the premises.

PRESS CLIPPINGS.

UNITED STATES PRESS CLIPPING BUREAU. 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

LINOTYPE AND STEREOTYPE METAL.

I MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. **I. SHONBERG**, 174 Hudson St., N. Y.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.50 per M in large lots.
\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

ADDRESSING MACHINES.

MYERS BROS. Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

F. D. BELKNAP'S New Rotary Addressing Machine, in relation to other methods or machines, occupies the same position in the field of addressing and mailing facilities as the latest web printing press does to the old Ben Franklin. Send for booklet. **F. D. BELKNAP**, 530 Broadway, New York.

MULTIPLATE PROCESS PRINTING.

5,000 LETTER HEADS on a fine linen paper for \$8. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA**, Printers and Paper Dealers, 53 Gold St., N. Y. City.

NEWSPAPER FOR SALE.

FOR SALE—Commercial journal, in 17th year, fine patronage, exclusive territory, owner's time occupied on other publications. Good opening for live trade journalist. Write **BARRICK PUB CO.**, Kansas City, Mo.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from **Bright's** "old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

A POSTAL CARD request will bring sample copy, **ADVERTISERS' GUIDE**, New Market, N. J.

THE TEMPO, Louisville, Ky.; high-class magazine. One inch business bringer, one dollar.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

PLACE your ads in **Capac NEWS**. Merchandise and medicine taken in exchange for space. **THE NEWS**, Capac, Mich.

PRESS-REPUBLIC, Springfield, O. Leased wire Associated Press report. Sworn circ'n guarant'd by Citizens' Bank to exceed 8,000 daily.

CIRCULATION 100,000 copies unconditionally proven. Rate 40c. a line. **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind.

THE peerless advertising medium, **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind. 150,000; 40c. a line. Send for copy of "Results."

UP TO DATE FARMING AND GARDENING, Indianapolis, Ind., has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

4 PER CENT of sales is what it cost a manufacturer of agricultural implements to advertise in **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind. 100,000 proven; 40c. a line.

WATERTOWN STANDARD, D. 5,336, W. 3,100. Eighth year. Strong local paper. **LA COSTE & MAXWELL**, Representatives, Nassau-Beekman Bldg., New York City.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

THE NEW YORK PHILATELIST, Betts Block, Syracuse, N. Y., reaches students and young people generally, also mail-order buyers. Send a postal card for sample copy, with rates and statement of circulation.

KEY WEST Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years, 8 fol. pages. Only 90 miles from Havana, Cuba. **J. T. Ball**, Mgr.

UP TO DATE—THE RECORD, the poultry and pet stock journal of the 20th century. Three years from January, 1902, to January, 1905, for 50 cents. Send at once. An opportunity of a lifetime. **R. J. FINLEY**, Ed., Box 886, Macon, Mo.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. **M. C. MORRIS**, Proprietor.

THE ATCHISON GLOBE, eight pages, is 25 cents a year (weekly edition). It has a rapidly growing circulation; many people like it. **THE ATCHISON GLOBE** is widely quoted. *The Topeka State Journal* says it is the "best newspaper bargain we know of." Address **THE GLOBE**, Atchison, Kansas.

A GOOD FIELD AND A GOOD MEDIUM—Prince Edward Island is the most thickly populated province of Canada and its people are the most prosperous. **THE EXAMINER** is its leading newspaper. Daily, 1,150; weekly, 2,738. "Wants" a specialty and get best position; 10c. one time, three times 25c. Daily contracts, 3c.; weekly contracts, 5c.; transient, 10c. and 15c. Address **Charlottetown, P. E. Island, Canada**.

STOCK CUTS.

PROOFS of stock cuts if you write on business letterhead. **STANDARD ENG. CO.**, New York.

UNIFORM CAPS.

ESTIMATES and samples promptly furnished.
DANBURY HAT CO., 23 Desbrosses St., N. Y.

EDITORIAL WRITER.

EDITORIALS, 90c. per 100 words. Writer 30 years connected with New York and New England newspapers. "GROTON," care Printers' Ink.

HALF-TONES.

75c.—Newspaper single column half-tones
KNOXVILLE ENG. CO., Knoxville, Tenn.

HAVE us furnish you our price for the half-tones you use in your school prospectus.
THE STANDARD ENGRAVING CO., 61 Ana St., New York.

MAIL ORDER BUSINESS.

I MAIL clean circulars. Send sample and stamp.
C. S. BENNETT, C St., Washington, Iowa.

SMITH, Box 1990, New York, will outline a mail-order scheme for you and tell you how to handle replies.

FORTUNES are being made advertising, and selling goods by mail; be your own employer; start anywhere, on any amount of money you can spare; from \$20 to \$2,000 weekly is made by others; our brochure gives valuable information; sent free for a stamp.

SAWYER PUB. CO.,
285 Temple Court, New York City.

BUSINESS OPPORTUNITIES.

\$10 PAYS for a 5-line advertisement 4 times in 100 Illinois or Wisconsin newspapers. 100,000 circulation weekly in farming communities and country towns. CHICAGO NEWSPAPER UNION, 19 Spruce St., N. Y. City.

INCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the FINANCIAL INQUIRER, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

CAN YOU RAISE \$400? If so I can help you start a retail store. No old goods, but all brand new. Best business proposition on earth for so small investment. If you don't know a good town I'll help you find one. All about goods and methods FREE for the asking.
G. S. BUCK, 187 Quincy St., Chicago.

MAILING MACHINES

NO type used in the Wallace & Co. addressing machine. A saving of from 50 to 75 per cent over all systems. The machine does the work of forty expert penmen daily. Mailing lists addressed in fac-simile typewriting directly on wrappers, envelopes, postals, etc., automatically at the rate of 100 per minute. Our success has caused many so-called addressing machines to appear in the market, but our machine is the only simple, practical, successful and economical one now in operation among the large publishers throughout the country. PRINTERS' INK, Butterick Pub. Co., Gentlemenman Pub. Co., Cosmopolitan Magazine, Frank Leslie's Monthly, McCall Co., A. D. Porter Co., Comfort, Augusta, Me.; Cushman's Guide, Boston, Mass.; Press Pub. Co., Lincoln, Neb.; Home Life Pub. Co., Chicago, Ill.; W. B. Conkey Co., Chicago, Ill.; Home Magazine, Washington, D. C., and scores of others use, approve and endorse our machine. Send for circulars. WALLACE & CO., 10 Warren St., N. Y. City.

ADVERTISEMENT CONSTRUCTORS.

GOOD mail-order ad written, 10c. Circulars and letters. M. H. GANSEY, Norristown, Pa.

EDWIN S. KARNS, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

BRING BUSINESS, do Chase ads. Samples free. Write. ALLEN CHASE, Box 73, Uxbridge Mass.

SMITH, Box 1990, New York, will outline a mail-order scheme for you and tell you how to handle replies.

WRITING NEWSPAPER ADS is a specialty with WILLIAM L. OSTROM, Olean, N. Y. If you need assistance, write.

4 ADS, one dollar, written for the retail man.

Other ads, at divers prices, for any man. LAIN, 146 S. Portland Ave., Brooklyn, N. Y.

GOOD illustrated ads bring best results. THE ART LEAGUE, New York, make the best. Explain business and wishes for particulars.

3 ADS for \$1. Written for you, not stereotyped. I will make your advertising self goods. This is not "hot air" data, to C. W. DARLING, Canandaigua, N. Y.

I HAVE some ads samples, written and illustrated in sensible, vigorous style—business getters—to send you in exchange for your address. COMMON SENSE ADVERTISER, Saginaw, Mich.

N. E. SCHOOL OF ADVERTISING—There is no other profession that pays so well as advertising. Our method of teaching by mail is distinctly different and more practical and our prices are lower than those of other schools. For particulars write to NEW ENGLAND SCHOOL OF ADVERTISING, P. O. Box 161, Boston, Mass.

AD CONSTRUCTORS will find our book of ready-made revenue stamps of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. F. ROWELL & CO., 19 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 19 Spruce St., New York.

JUST TO GET ACQUAINTED WITH ME, Send me

One BAD Ad

and

One GOOD Dollar.

I will write for you

The SIX BEST Ad

you ever saw.

ASTER, Ye Scribe,

Post Office Box 428, New York.

AD WRITING MADE EASY—1,500 meaty mottoes, headings, phrases, catch-lines, etc., suitable for any business and representing the creme de la creme of business brains. Took years of diligent labor to collect, construct and compile. Nothing like them ever published. Saves half the work of writing ads. Bright, snappy, sparkling stuff, each a gem in itself. Relieves that headachy task of thinking up something as a starter. An almost inexhaustible mine of nuggets to draw from, and a constant source of inspiration to even the most sluggish writer. Price one dollar. DE BEAR PUB. CO., 1917 Eutaw Place, Baltimore, Md.

"OURS IS A MONEY, TIME AND LABOR-SAVING INSTITUTION." For 25 years we have made a specialty of Manufacturers' Advertising in what are known as

THE TRADE JOURNALS.

We know the best papers to reach any special industry, their credited circulation, influence and advertising rates. We do business on strictly straight lines—don't know how to do it any other way. Let us know your wants and we will help you build up your business. Advertisements written and designed. Our prices are fair every time.

MANUFACTURERS' ADVERTISING BUREAU, Benj. R. Western, Prop., 132 LIBERTY ST., N. Y.

PERHAPS your eye that falls upon this may be the very one it seeks—viz., the eye of some one just about to get up some bit of Trade Literature, CIRCULAR-BOOKLET, CATALOGUE, FOLDER! Perhaps the necessity of having that—whatever it happens to be—thoroughly "up to date" is fully realized, and due weight given to the FACT that in these days only such can pay for their distribution. I make all such things, after a manner of my own, and I gain new customers for my wares by sending out SAMPLES that speak for themselves—and for ME. If you write me in a manner suggestive of possible business I will gladly mail you a lot of such samples of my "doings." Sending for them will cost you nothing and commit you to nothing. Shun postal cards when addressing

FRANCIS I. MAULE,
402 Sanson St., Philadelphia.

School and College Advertising *o o o*

A GOOD SCHOOL OR COLLEGE, offering unusual advantages, either through an educational system of particular excellence, or through its location, or through both, should advertise the high qualities of the institution, clearly, comprehensively, and in a dignified and business-like way.

School advertising should be of the highest excellence in language, illustration and typography. The kind needed depends on the school. Some may need newspapers, some magazines, some both, some neither.

We plan, write, illustrate and place school advertising for earnestly interested principals.

ADDRESS,



GEO. P. ROWELL & Co

Advertising
10 Spruce St

Agents
New York.

"A VALUABLE

M. & S. Fridenberg

The Philadelphia

They Are Steady

And the More Money They Spend With "The Philadelphia"

MANAGERS "THE ITEM."

GENTLEMEN :—It is with great pleasure to we **unparalleled** we have achieved through a **continuous** **paper**. Our Diamond department is to-day the **quickest** **creasing**. Another department that has also exceeded the Loan. During the past season we have loaned out more than we ever did before at the season. Of course, we are **steady advertisers** in your **valuable paper**, and your paper the **bigger our business grows**.

Respectfully yours,



THE S. C. BECKWITH & SONS

Sole Agents Foreign

Tribune Building, New York.

LE PAPER"

Verify to the Value of

Philadelphia Item

by Advertisers In It.

Philadelphia Item" the Bigger Their Business Grows.

PHILADELPHIA, April 2, 1902.

re to we again beg to remind you of the **success**
continuous system of advertising in your great
the equal of any in the city, and is **gradually in-**
so exceeded our best anticipations is our Money to
and cut more money on diamonds and jewelry
course, we attribute this to "The Item," because
paper, and know that the more we advertise in

M. & S. FRIDENBERG,
 Cor. Ninth & Buttonwood Sts.

THE SPECIAL AGENCY,

Foreign Advertising,

"The Rookery," Chicago.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 23, 1902.

GOVERNMENT ought to own and control the railroads. They are the legs and the arms of the people—

* * *

GOVERNMENT should become the universal savings bank and life insurance company and sell annuities. The business is as legitimate as selling bonds or paying pensions—

* * *

EMPLOYEES of the government are the servants of the people. The citizen who enters the public service should be disfranchised while in that employment.

At the National Capital it is axiomatic that "Everybody in Washington reads the *Star*."

Not how much money you spend, but how you spend it, determines whether or not you are economical.

NEXT to the big things come the little ones. The laundryman who takes care that the button-holes of collars are not glued together with starch has a distinct advantage over his rival after meeting his cut of a penny on shirts.

WHITE space is merely another color of printers' ink. Certainly one is of no value without the other, and the advertiser who is most successful in the great item of attracting attention is almost invariably the one who combines them with greatest skill.

THE advertising manager of a large wholesale grocery firm believes that retail grocers will find it more remunerative to "feature" lines of goods that bring in a decent profit rather than to advertise cuts in sugar and the unprofitable staples. The grocer who keeps a superexcellent stock of cheeses, condiments, fruits and higher-priced ware, says he, can afford to advertise them almost exclusively, leaving the sugar trade to the man around the corner who sells a dollar's worth for ninety-nine and a half cents.

ADVERTISING is now to be used as a force for altering history, and if the Aaron Burr Legion, recently organized in New Jersey, accomplishes its avowed purpose, it is likely that each great personage of the past will have soon his or her press bureau. This organization proposes to prepare and publish prose and verse that will clear Burr of the taint of treason, have school books and histories expurgated of facts detrimental to his fair fame, and spread literature that will help him along a bit in the world's good opinion.

THE inappropriateness of some forms of advertising is illustrated in the case of a man who manufactured a dog food and who made a prominent druggist his local agent for its sale. The druggist thought it a happy idea to procure a mother dog with a large litter of very small puppies, and these he placed in a front window of his store, while above the dam and her cubs was a card bearing the legend of the food. The puppies and the mother drew and held large crowds about the window all day long, but there were a hundred would-be customers who entered the store to ask the price of the puppies where there was one who inquired about the dog food.

SOME are born great, others achieve greatness, and others advertise.

It is impossible to get value out of advertising space unless you first put value into that space.

PICTURES not only make ads more attractive, but give them an air of responsibility as well. Small mail order ads gain immeasurably by being ornamented with good illustrations. Filled only with commonplace type display they are "cheap" and open to suspicion, but with pictures they carry upon their faces a guarantee of integrity. Advertisers who use small spaces will find that pictures increase returns, for people favor the illustrated advertisement.

FOR some purposes it is advisable to make the separate pieces of a follow-up system rigidly uniform in size, dress and argument. Uniformity gives such a system the power to make an impression as a whole, and if the series is to be sent to strangers it interests them by sheer persistence. When such literature is being sent to customers or the trade, however, and the recipients know the advertiser's name and standing, it is generally best to make each folder or booklet radically different from its predecessors.

A SMALL ad printed in several places in the same issue of a daily paper is usually more effective in getting attention than a larger ad printed in an equal area of space upon one page. Readers who notice it the second or third time in turning over the pages are quite certain to look into the oddity and see how many times it appears. Of course, the same matter and display must be used, or ads distinguished by a prominent trademark, so that the repetition will be apparent. The trick is only effective to attract attention, and cannot influence readers unless the proposition made by the ad is a strong one. This novelty has been used several times lately in New York dailies but will soon lose its effectiveness if generally adopted.

As a rule, mail which goes to persons in cities seldom falls under the eyes of people who will take interest in the printed matter upon the envelope. But mail sent to country folks often passes through a dozen hands before it reaches the addressee, and not only is advertising upon letters of this class read, but very often the inclosures are taken out of unsealed matter and gone through with an interest that could hardly be obtained for a private letter in a New York or Chicago office building.

HUNDREDS of novel advertising schemes that are hatched every day are so evenly meritless that it is almost safe to apply *Punch's* advice to all of them: "Don't!" Some one tries them all, however, and vast sums of money are sunk in them. There are doubtless cases where they pay, but it would not be hard to show that legitimate advertising would have paid better. The great public holds its open court daily in the newspaper, and will hear what any man has to say in behalf of his business, provided he can say it well.

The Billboard records a piece of Yankee advertising enterprise that is worthy of being called "cheek." At Mons, Belgium, one of the agents of the Barnum & Bailey circus found that the town contained no billboards, nor could he find an available place to build one. To the average circus advertising agent a town without billboards is as a gloomy place. So this one set to work to bring things to pass. In the very center of the main street of Mons was a statue of King Leopold. This took the advertising agent's fancy, so he made formal application to the government for the privilege of putting a board around the statue of the King. What arguments he brought to bear are not known, but the concession was granted and a board 16 feet high was erected around the statue, completely obscuring it. Whereupon he went his way, satisfied that he had brought at least one Belgian town to a sense of good advertising.

"A GOOD ad in a good street car makes a good business," is the way it is put by John J. Gilroy, agent for New York street cars. But it seems to the Little Schoolmaster that a good business in a good street car makes the good ad. For the business makes the advertising, as surely as the dog wags the tail.

SUCCESS in advertising comes of experience. This experience may be had of advertising agents who devote all their time and talent to the work or it may come of one's own experimentation. If one start out in the advertising field without instruction, it stands to reason that he will do more or less sowing that will not show grain at the harvest, or, at the best, will yield but little. It is none the less true, though, that valuable and priceless experience does come with time. One rarely stumbles upon a winning form of advertising. More rarely does he evolve something that will reach all classes and all communities. He must vary his advertising, so as to reach all classes and all conditions of people. But the reward is sure to come to him who is persistent. It is but a matter of hanging on tightly, with all fingers and toes.

SYDNEY SMITH hated verbose writers, and invented a little legend to prove that "Brevity is to writing what charity is to all other virtues." Perhaps if it were tacked up in every advertiser's office it would do little harm. He claimed that when the deluge destroyed everyone but Noah and his family, the period of human life was so shortened from seven or eight centuries to the present "three score and ten." This gave rise to two different styles of writing—the antediluvian style for those who had centuries in which to read, and the postdiluvian for those who had but years. "Now, to forget this event—to write as if mankind could lounge over a pamphlet for ten years, as before their submersion—is to be guilty of the most grievous error into which a writer can possibly fall. He should gaze upon Noah and be brief."

THE beginning of Spring is at hand, and finds advertisers on the tip-toe of expectancy for unusually good trade.

NUMBERS count for much in all enterprises. Yet something more than mere numbers is a requisite in advertising. It is quality that is a first desideratum. What is the character of the paper? Who are its readers? Is the paper conducted along lines which attract the readers who have money to spend, and is the paper particular as to the character of the advertisements which appear in its columns? The paper which rejects offensive advertisements commands greater confidences than one which takes "any old thing" that comes along. When the reader of a paper has been bitten once or twice by some alluring advertisement which promises everything and gives up nothing, he is likely to discredit all advertisements which he may see in its columns. The successful advertiser always considers quality when he is placing his order for publicity.

WITH the first warm day of spring every wall-paper dealer, hanger and cleaner, every carpet renovator, every stove and furnace expert, every storage and furniture moving man, every dealer or repairer who has goods or services to offer the Great American Housewife, either upon a great or a small scale, should have his card in the newspaper which carries the want advertising in his locality. Every newspaper which prints the largest share of such advertising in its field ought to make a point of getting as many such cards as possible, arranging them in the form of a directory. Such ads are news at this particular season of the year, and every woman who has a home is on the lookout for them. Cards mailed or distributed from house to house are productive of results, but when the carpets are up or the new house leased the first source of information to which every woman turns is the daily paper. The firms who are represented there have first pick of the business.

AN advertiser who has occasionally employed atrocious advertisement jingles maintains that although they aroused much adverse criticism they have nevertheless done him more good than classic verse would have done.

THE general advertiser who is wise no longer binds himself to arbitrary space. He contracts for the total amount he thinks he can use during a period, and then uses it as his judgment directs, a column to-day, an inch to-morrow, three columns the day after and so on. This is very much more satisfactory than to be compelled to use either more or less than reason dictates.

THOROUGHLY commendable advertising literature and illustrations are made by the Frank B. White Company, Chicago and New York. The special poultry issue of their monthly, *Agricultural Advertising*, contained many pages of pictures of the most original kind—pictures that were not only artistic, but of the highest advertising merit, and of such mechanical excellence that they could either be printed upon the superfine calendered stock of an elaborate catalogue or be safely permitted to take their chances in the most indifferent country weekly. The company is setting some admirable models in its special field, and its methods will bear adaption to other lines of business. A specialty is made of catalogue work for agricultural advertisers, one of the latest specimens of which is that of the Empire cream separators, manufactured by the U. S. Butter Extractor Co., Bloomfield, N. J. The cover of this book is in three-color process, and the book itself is filled with illustrations and decorative pieces that could hardly come from any other source. The work is distinct and original. The text also is clear, full of good argument and—what is fully as important—arranged in neat eyelets, with plenty of white space everywhere. Advertisers who wish to keep abreast of the times will do well to watch the work of the Frank B. White Company. It is eminently worth while.

It requires more experience and judgment to buy newspaper space than it does to fill it with attractive advertisements.

A SMALL part of the appropriation devoted to experiments will generally pay a profit. It is well to keep to known mediums in the main, but if all advertisers were to cling to nothing but known mediums publicity would soon become a soulless thing, and the work of placing would degenerate into routine occupation for a clerk. Success depends upon finding the periodicals that suit your needs. The new medium, the medium of insignificant circulation and the medium which is notoriously unprofitable to others may be valuable to you. Very little money should be spent upon this unknown quantity, but experiments upon a small scale are always justified. A decent allowance of space used long enough to determine worth or worthlessness, with careful keying of ads and tabulating of results will put an advertiser in possession of data worth all that it costs, even though the advertising produces no direct returns.

"THE Ink Trade Revolutionized" is the latest catalogue of Printers Ink Jonson, who needs no introduction whatever to pupils of the Little Schoolmaster. In its eminently well-printed and forceful pages he again tells how he began business in January, 1894, how the ink trade in general thought him a very new and clever sort of amusement, how he thrived by using the Little Schoolmaster's potent advertising space, and how he successively grew from a room twenty feet square at No. 10 Spruce street to his present quarters at No. 17, where he failed to meet the Waterloo that was widely predicted for him. His various grades of Rabbit's Foot Inks are catalogued and shown in samples, and he moves along amid his harrassing competitors with all of his accustomed rhetorical vigor, trusting in the righteousness of his cause and the potency of his prices.

If you use window or other cards, see that you have a clever saying, a snappy heading or an epigram on each as well as the price. The price may be an attraction, but the words will be no less so.

THE most remarkable fact about cigars is the arbitrary method in which names are selected. Cigar manufacturers will pay well for a name they may adopt, but just those names which in all reason would seem for cogent causes the best may be rejected; and those which may obviously carry no relevance may be used. Manufacturers will tell you they recognize a good name for a cigar when they see it, but for the life of them they cannot tell why a certain name is good and another bad.

TOM CORWIN, the great Ohio statesman and politician, was wont to say in his latter days that the only thing which had prevented him from being elected President of the United States was that the people refused to take him seriously. He was an incorrigible joker and wit, and it was his humor rather than his genius for statecraft which endeared him to the people of his party. For the same reason Samuel S. Cox, of New York, was foiled of his ambition to be Speaker of the House of Representatives of the Congress. The same fault lies with much of the advertising that one sees in newspapers and magazines. The writers of them try to be facetious, or witty, or "funny," as they express it. Few men are capable of writing real humor, and those who can do so would prove dead failures as writers of advertisements. Here is the last place in the world to try to be funny. Business is a thing as void of humor as it is of sentiment of any kind. The poet Longfellow has said, "Life is real; life is earnest," and the statement is equally true of all manner of business. The successful writer of advertisements is real. He believes what he says, or he writes in such manner as to make those who read believe that he is in earnest and believes everything that he writes.

THE merchant who cannot see the eternalness of advertising is becoming rarer, but he can still be found in most towns. He does not advertise because he regards publicity as a mere freak of the times—something that will pass away like the bicycle craze. Advertising is, he believes, nothing more than a novelty—a new way of amusing the public. True, it gets customers away from him, but presently it will die out and they will all come trooping back, sheepishly. And then he intends to say, "Ah! I told you so, didn't I?" And so he continues to keep his shop after the fashions of his grandfathers—until the sheriff relieves him of his task.

CONSIDERABLE interest is felt as to the effect which the removal of the tea import duties will have upon the consumption of that article in the United States. The import figures covering the period since the imposition of an import duty upon tea (June 13, 1898) do not justify the assertion frequently made some years since that a small tax would increase the consumption of tea by insuring better qualities. The average annual importation of tea since the enactment of the law which placed a duty on tea has been but about 83 million pounds per annum. The total importation of tea in the three fiscal years following June 30, 1898, was 248,747,459 pounds; and in the three years immediately preceding that date was 278,303,262 pounds. Deducting the amount re-exported, the net imports stand, for the three years following June 30, 1898, 244,640,547 pounds; for the three years immediately preceding June 30, 1898, 273,945,091 pounds. This gives an average importation for consumption during those two periods of over 1¼ pounds per capita per annum in the three-year period prior to June 30, 1898, and but a little over 1 pound per capita per annum in the three-year period following the date. This reduction in the importation of tea since the imposition of the customs duty upon that article has been accompanied by a corresponding increase in the importation of coffee.

THIS luscious description of night-wear is not from the latest risqué novel, but is clipped from an ad of Mandel Brothers, Chicago: "New night robes from the French cloisters. Springtime freshness and verdure with buds bursting into sunny blossom on branch and bough, evoke a renewed interest in dainty muslin lingerie. Throngs of women rejoice over the charming French handsome robes de nuit shown on our third floor. Of exceeding charm is a conceit with ethereal angel sleeves slashed open from shoulder to wrist with just two soft ribbon knots and frilled lavishly with lace. The daintily wrought collar of a lacy beribboned creation comes in low, broad V lines. Of dreamy fineness is the lace insert in beautiful patterns across bosom and sleeves of another regal model, and bordering its neck, sleeves and hem."

THE addition of four new Hoe presses to the New York *Journal's* plant gives it—according to its own statement—a pressroom "surpassing in capacity all others on the globe." The increased printing capacity was made the text of several pages of editorial comment, in which the paper's circulation for March was rated at 27,850,150, or about ten million more copies per month than are printed by "any other newspaper on the American continent." The average Sunday circulation on five Sundays in March is given at 754,008, or "100,000 above the combined Sunday circulation of the *World*, *Sun*, *Times*, *Press* and *Tribune*." The regular Sunday edition of the *Journal* for March 23 contained 196 columns of display advertising, while the Easter number—March 30—contained 322½ columns. The Easter edition of the *Herald*—according to the *Journal*—contained 30 columns less than its own regular edition, while 48 columns less were printed in the Easter number of the *World*. The paper expects to reach and pass the million mark in the near future. The new presses are each capable of printing 150,000 eight-page papers per hour.

SPEAK up! Advertising is the voice of business, nothing more. Use it to say something for yourself. If all the stores in your town are silent there is a rare opportunity for you to become articulate. If half of them are talking, the silent half will have little attention—be not one of them. If all are talking, endeavor to speak out above them all. This is a bustling world; bashfulness and silence are not business virtues. The business man who thrives is the one who has an advertising voice and uses it. So speak up!

PART of the duty of the daily paper is to help suppress substitutors. Substitution is not only a fraud upon the daily paper's best customer, the advertiser, but a fraud upon the public as well. Lack of knowledge upon the part of those who buy advertised articles is responsible for much of the evil of substitution, and if editors would plainly set forth the real facts of the matter the practice could be greatly abated. General advertisers are mainly successful because they offer better commodities for given prices than it is possible for the substitutor to offer. When the customer accepts "something just as good" he is doing an injustice to himself as well as to the advertiser. If the public knew the real inner facts of substitution it would insist upon its rights as a purchaser, and it is the plain duty of the daily paper to acquaint them with these facts. No particular advertiser should be favored, nor should direct attacks be made upon local merchants, even though they are notorious substitutors. The plain, unadorned facts should be set forth editorially once a month, and the public's love of fair play utilized as a factor in fighting a great wrong. Advertised commodities depend upon the commonest business sense for success, and by helping the public learn that its best interests lie with general advertisers' products, the practice of substitution can be suppressed, the advertiser will reap the rightful return of his expenditure for space, and the amount of advertising done annually will be immeasurably increased.

"MODERN Tariff Systems" is the title of a monograph just issued by the Treasury Bureau of Statistics. It presents in concise form a statement of the three distinct tariff systems now applied in the principal commercial countries of the world, and is of especial interest at this time in view of the tariff discussions and pending tariff legislation in certain European countries. The tariff systems now in use among the prominent commercial countries of the world may be classed under three heads: (1) the general tariff system; (2) the general and conventional tariff system; and (3) the maximum and minimum tariff system. The system of a general tariff is the simplest of those enumerated, and consists in having a single schedule of import duties, which is applied to the goods of all countries without distinction. Such a tariff is altogether an act of the legislative branch of the government. It takes account only of the needs of the home country, and recognizes foreign commercial relations only in so far as the latter are in harmony with home interests. The system of general and conventional tariffs, however, makes a distinction between goods which come from different countries. The maximum and minimum tariff system is distinguished, first of all, in its form. Instead of having two rates for a few articles it has two rates on most articles on which duties are imposed, and for this reason is frequently called the double tariff system. In the application of these rates the maximum schedule corresponds to the general schedule and the minimum schedule to the conventional schedule. The characteristic difference between the two systems, however, arises from the difference in their origin. The minimum schedule is not drawn up by negotiations between the executives of the two countries, but is framed by the legislative body at the same time that the maximum schedule is made. That is, the legislative power fixes two rates of duty on each article in the tariff. The higher rate is the one which

fixes the maximum extent to which those articles may be taxed on entering the country; the lower, or minimum rate, is the one which fixes the minimum extent to which the duty may be lowered.

A MERCHANT may have absolutely the best goods on the market. Yet if he is not able to convince the public of the fact he might as well have inferior wares. Advertise. But advertise tersely, truthfully, temperately and timely.

THE SPHINX BELLE.



Mr. F. James Gibson, secretary and autocrat of the Sphinx Club, sends to PRINTERS' INK the pretty chromo here reproduced in black and white. In the original the hair is Canandaigua color, Canandaigua being a little beyond Auburn, according to the New York Central time tables prepared by President Daniels of the Sphinx. The spider tracks in the foreground are of the same color as the hair in the chromo, but are not really spider tracks at all, but an unfortunate result achieved by sundry spatters from the Shrewsbury tomato ketchup supplied to go with the Heinz's baked beans prepared by Mr. Hallock of the dinner committee for his grand effort on "ladies' night," Wednesday, April 9, 1902.



Never hesitate as to what medium to use when country trade is wanted. There is but one which will accomplish the purpose—the *local weekly*.

That is read thoroughly by everybody in the town. It has more influence with its own town-people than all the dailies in the United States combined.

1,500 local country weeklies, influencing one-sixth of all the country readers of the United States, make up the Atlantic Coast Lists. Catalogue and booklet full of information of value to advertisers looking for country trade, mailed upon application.

ATLANTIC COAST LISTS

134 Leonard Street, New York City.

To Proprietors and Managers of Schools and Colleges.

A large edition of this issue of PRINTERS' INK is sent out as sample copies for the purpose of inviting new people to become readers of the paper, and also for the purpose of gaining additional advertising patronage. The following is quoted in support of the assertion why the Little Schoolmaster will prove a help to every business man:



PRINTERS' INK is the world's leading journal of advertising. It was the first journal that took advertising seriously. When its initial issue went forth, advertising was regarded merely as a phenomenon of business. To-day it is known to be

the business itself.

* * *

In the actual work of planning, preparing and placing advertising, it gives the best opinions and practice of those who have been conspicuously successful. It prints many succinct interviews with leading advertisers, setting forth their methods, experiences, theories, advice and results in a manner that gives the widest range of application in one's own business. PRINTERS' INK is a thought-stimulator and thought-producer par excellence. It deals with the many phases of preparation of copy, the dressing of advertisements and other pertinent literature in attractive forms, the tracing of results and the afterwork of following them up and thus render all permanently profitable.



has printed in its fourteen years of existence has had more direct bearing upon the development of publicity and business in the United States than any other single factor. It has established a place for itself that enables it to

get and publish to-day the best current information in its field. The leading advertisers have contributed to its pages in the past—they are contributing in the present and will do so in the future. When new facts about advertising develop, they *naturally* drift to PRINTERS' INK, and its editorial staff has never failed of finding the keynote of the advertising progress of the day.



* * *



The thing most needed for the developing of this new force is definite knowledge about it. PRINTERS' INK has always been to the forefront in gathering and spreading such knowledge. It has always represented, and it still represents, more than ever, the best thought and endeavor of those men who are developing publicity.

* * *



The Little Schoolmaster in the Art of Advertising

is not an empty title. The mass of information which PRINTERS' INK

PRINTERS' INK continually prints news of the minor details, short cuts and conveniences that are being evolved by thinking business men in all parts of the country, believing that real business progress is dependent very often upon a minute knowledge of such details.





PRINTERS' INK is a successful paper. It is not only successful in teaching business men how to advertise, but a good part of its endeavor is devoted to teaching them how *not* to advertise. It is unbiased and impartial in publishing facts, figures and theories of any one who has found real light in advertising problems. It is not the organ of any medium. It stands for the development of all alike, as well as for the exposing of frauds that mask under the name of advertising. All legitimate, profitable forms of publicity receive equal treatment in its pages, and in no month does it fail of printing vital matter touching all mediums of advertising, be it newspapers, magazines, cars or outdoor displays. No medium is too great to be exposed in its weakness, nor is any too humble or too new to receive commendation if it is good. Its policy is to further "all advertising that advertises."

Advertising is a new force—almost an untried force as yet. Even the men who have made fortunes through it are generally willing to admit that they know little about it as an exact science.



PRINTERS' INK has helped to make American advertising a national industry, and it is and will remain its ablest exponent.



It recognizes the part that advertising has played in giving the United States a foremost place in the world's trade, as well as the part it must play in enabling them to keep that place, and it loses no opportunity of dealing with this wider application of publicity.

PRINTERS' INK is admittedly the representative journal of a new business force. It treats it from every side. There is no paper like it and never will be. It is an earnest seeker for the truths that belong to its particular work and field. It is a compact, bright, authoritative little weekly journal, that has more true, staunch friends and devoted readers than any other business publication in existence. It is the dean and peer of its class, continually on the hunt for the best methods of applying advertising to every business, and every business to advertising. No one in any way connected with either can fail to gather practical information, direct help and inspiration from its weekly pages.



It knows that publicity is but a wheel in a business—an important wheel, and in many businesses the most important, but still only a part depending upon other parts to do its work effectively. It tries to be as practical as possible—considering things from the debit and credit side. It endeavors to teach advertising by teaching its basic principles first. It knows, through years of practical experience, that successful advertising must be based upon good business management, and it gives therefore modern business principles a conspicuous place in its curriculum. It knows also that the larger number of those who fail to make advertising pay are victims of lack of foresight and judgment, and it therefore advises caution and wholesome conservatism.

Official statistics claim that about six hundred million dollars are now annually expended for advertising in the United States—PRINTERS' INK and its active years of developing tendencies have had the greatest influence in bringing this new industry to such a magnitude.



Published every Wednesday.

\$5.00 per year.

Sample Copies 10 cents.

Address, with check,

GEO. P. ROWELL & CO., *Publishers,*
10 Spruce Street, New York.

BEST AGRICULTURAL NEWSPAPER.



A seventh Sugar Bowl has for the past few weeks been offered to the agricultural paper that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its columns.

The contest is open to every agricultural paper whose publisher believes that he has a true, reasonable ground for believing that his paper is better than any competitor. Such it must be to win the Sugar Bowl.

BERLIN, Md., April 8, 1902.

Editor of PRINTERS' INK:

I see in several issues of PRINTERS' INK that you are running a competition for agricultural papers and that a Sugar Bowl is to be given to the one which shall be found the best.

I have taken and carefully read a number of agricultural papers but it seems to me that I owe a debt of gratitude to the *Country Gentleman* of Albany, N. Y., and for that reason I beg to add my little testimonial to the rest.

I have never yet found any paper that could approach the *Country Gentleman* for the clean cut, scholarly and reliable manner in which it handles all matters pertaining to farm life.

It does not preach and elaborate on a lot of things without any definite knowledge of the subject, and I have never yet found anything in its editorial columns which will not prove to be really correct, and many a dollar have I been able to make by following its editorial advice.

I do not see how you can find any paper better than the *Country Gentleman* in its class. Very respectfully,

HARRY WILLETT TAYLOR.

CASCADE FARM,

J. G. Patterson, Proprietor.

HAMILTON, N. Y., April 8, 1902.

Editor of PRINTERS' INK:

I would like to see the editor of the *Farm Journal* eat sugar out of bowl No. 7. Here are some of the reasons why that journal stands first as a counsellor and educator.

The *Farm Journal* gives us more practical knowledge to the square inch than any other agricultural paper; and gives us this knowledge in the raciest, cheeriest and most impressive manner. Now for a quarter of a century its wisdom

has been followed with increasing satisfaction. All men swear by it (even our little five-year-old clinches her arguments by saying that she read it in the *Farm Journal*).

There are other papers—good—better, but the *Farm Journal* is best.

Respectfully,

J. G. PATTERSON.

"THE AGRICULTURAL EPITOMIST."

SPENCER, Ind., April 9, 1902.

Editor of PRINTERS' INK:

The inclosed letter is from Mr. Robt. W. Furnas, Brownville, Neb., Secretary Nebraska State Board of Agriculture. It

NEBRASKA STATE BOARD OF AGRICULTURE.

BROWNVILLE, Neb., Jan. 6, 1902.

I am a practical farmer and fruit grower of over forty years' experience in Nebraska. Have been a reader of the *Epitomist* for years. I have ever considered it an ideal publication in its line, the careful and regular reading of which cannot fail to interest and benefit those who peruse it. With best wishes for its increased usefulness, I am,

Yours very truly,

ROBT. W. FURNAS, Sec'y.

may be of interest to you. We want that Sugar Bowl if we are entitled to it. Competent judges have said that the bowl really belongs to us.

Very truly yours,

E. CHUBB FULLER, Pres.

Epitomist Publishing Co.

CARBOLINEUM WOOD-PRESERVING CO.,

13 to 21 Park Row.

NEW YORK, April 10, 1902.

I wanted to learn from actual tests the practical value "as an educator and counsellor for our agricultural population" of a high-class agricultural journal. I selected for this purpose the *Country Gentleman*. In several respects the results have exceeded my expectations. I find:

That its readers are of a high grade of intelligence and thrift.

That they seem to have great confidence in the council given in the editorial columns.

That the *Country Gentleman* fully deserves this confidence.

That the editors rigidly investigate the merits of articles offered by advertisers, but when fully satisfied of the value of those articles to their readers, they are liberal and unstinted in advocating their use.

To come down to cool, cash consideration, the fair terms, reasonable prices and wide influence of the *Country Gentleman* have proven it an "economical medium" for reaching the best class of agriculturists. Very truly yours,

C. S. MCKINNEY, Mgr.

NEW YORK IMPORTERS COMPANY,

Arthur C. Johnson & Co.,

19 and 21 North Pearl Street.

ALBANY, N. Y., April 9, 1902.

For the past fifteen years I have been interested in Englewood Stock Farms, and frequently have had occasion to use advertising of stock and have been reading all the leading stock and farm papers. I consider the *Country Gentleman* to be pre-eminently the best both

in subject matter and advertising value, being strictly standard and authentic on all questions discussed and read by nearly all the high-class farmers.

Yours truly,

A. C. JOHNSON.

WINGOCKING FARM.

F. W. LEVIS.

CHADD'S FORD, Pa., April 10, 1902.

Editor of PRINTERS' INK:

My opinion is in favor of the *Country Gentleman* as being a paper of high value as an educator and one of the best if not the best medium through which to advertise if you want to reach a high class of customers. I would not miss its weekly visits for any consideration.

Yours truly,

F. W. LEVIS.

"DEUTSCH AMERIKANISCHER FARMER UND DER HAUSFREUND."

LINCOLN, Neb., April 8, 1902.

Editor of PRINTERS' INK:

Referring to your announcement to present a Sugar Bowl to the best agricultural paper, we desire to claim the Sugar Bowl for our *Deutsch-Amerikaner Farmer*, published at Lincoln, Neb.

The *Deutsch-Amerikaner Farmer* has the largest circulation of any agricultural weekly published in the United States to-day, English as well as German, and all subscriptions are paid in advance. Few agricultural papers can show a paid circulation, and when a paper printed in the German language is able to acquire a larger circulation in this country than any English paper, and a paid in advance circulation at that, this in itself is strong evidence that it better serves its purpose than any other.

No paper can undertake to serve all of "our agricultural population." Each paper has its field, and appeals to a certain class. The field of the *Deutsch-Amerikaner Farmer* is the rural German American population, the German farmers, who have been such a great factor in building up the Central Western States.

The *Deutsch-Amerikaner Farmer* is easily the leader among the German agricultural press. It contains nothing but original matter and articles from it are reproduced by Chicago and New York German papers.

It is edited by a farmer, living on a farm, who combines practical with theoretical knowledge.

Inasmuch as the English speaking population in this country outnumbers the German population at the ratio of about 17 to 1, any English paper claiming to be as popular with the American farmers as the *Deutsch-Amerikaner Farmer* is with the Germans, should be able to show a paid in advance circulation of nearly two million. There is no such paper.

The *Deutsch-Amerikaner Farmer* also best serves as an economical medium for communicating with the agricultural class through its columns and on the fairest terms, price and value considered.

During the year 1901 our circulation averaged 106,651 each week. Since November 13, we have never printed less than 109,500 copies per week. The number of paid in advance subscribers on our books since the first of the year, exceeds 107,000. For the last four years,

no name has been put on the subscription list until the subscription was paid in advance, and no name has been carried after expiration. The *Deutsch-Amerikaner Farmer* is now in its fourteenth year.

Considering the quantity and quality of our circulation, our advertising rate is remarkably low, only 25c per line flat.

This figures less an 1/4c. per line per 1,000 circulation, and we feel confident that this is the lowest rate offered by any agricultural paper published. As a consequence, we publish year in and year out, more foreign advertising than any other German agricultural paper and more mail and classified advertisements than all German agricultural papers combined.

We offer to advertisers the advantage of a flat rate. We extend to every advertiser a fair field and no favors, and thus offer to advertisers the most economical medium and the fairest terms for communicating with the thriftest agricultural population.

Yours very truly,

DEUTSCH-AMERIKANER FARMER.

C. A. SOMMER, Mgr. Adv. Dep't.

"ST. LOUIS GLOBE-DEMOCRAT."

ST. LOUIS, April 10, 1902.

Editor of PRINTERS' INK:

Being entirely out of the contest myself and altogether free from personal prejudice in the matter, I am in a position to speak in a spirit of entire disinterestedness in behalf of the *Agricultural Epitomist*. I have read with much interest all that has been said in eulogy of a few farm journals published in the Eastern States and am surprised to observe that none of our Western publications have entered the contest. Therefore, my dear Little Schoolmaster, "lest you forget," I beg to remind you of the fact that there is quite a long stretch of United States territory west and south of the Alleghenies, and that not all of the model farm journals are published in the cities. The *Agricultural Epitomist* enjoys the unique distinction of being the only strictly farm journal in the United States (and probably in the world) that is edited and printed on a farm. The information which it conveys is gathered by practical farmers of wide and varied experience and skill, with every known modern appliance at their command.

Typographically, the *Epitomist* compares favorably with the best magazines in the United States, and as a work of art it far excels all of its competitors in the world.

Nearly all of the agricultural publications of the world come to my exchange table, and I work all of them, gleaning here and there choice bits of information, and I can say truthfully that I get more that is new and of real value from the *Epitomist* than I do from any dozen of the others. The writer recently visited the *Epitomist* Experimenting Station at Spencer Ind., and was amazed by its magnitude and the perfection of its organization. Everything about the establishment is thoroughly modern, broad-gauge and practical.

Yours very sincerely,

EDGAR R. BEACH,

Editor of the *Weekly Globe-Democrat*.

WEEKLY PAPERS FOR GENERAL ADVERTISERS.

WARSAW, N. Y., April 15, 1902.

Editor of PRINTERS' INK:

General advertisers who ignore weekly newspapers make a great mistake. There is a goodly number of county seat weeklies and some others that justify the attention of every general advertiser.

There are thousands of little cross roads township weeklies that are of no particular value to anybody, but the old, strong, well established county paper will render good service at a reasonable rate to any advertiser.

The dailies through their army of special representatives at the source of business have dinned the merits of their wares into the ears of advertiser and agent so persistently, so ingeniously and so constantly that the silence of the weeklies by contrast seems to indicate a trance. PRINTERS' INK has voiced the sentiment of those who think the day of the weeklies has passed and no organized effort apparently has been made to refute that theory.

Country weeklies, singly, cannot afford to pay special representatives for their services in the large cities and they have not organized to do so. PRINTERS' INK has advised country publishers to pay almost no attention to the general advertiser, but rely on the local business. It is time, it seems to me, that the really good county weeklies awake, and take a hand. Even in counties where there are no dailies, the county paper receives very little consideration.

And in many other counties where puny dailies with feeble circulation are published alongside large, powerful, ably edited weeklies whose half or two-thirds of a century of existence has made them "institutions," the daily is given preference which has no logical excuse.

All this is due largely to the fact that the country publisher is not a specialist, and often very far from a business man.

His job printing is often of too great importance and he has too many irons in the fire, to give any one of them energetic or skillful handling. He needs to be taught the power and value of organization. He needs a regiment of special representatives to proclaim the merits of the country weekly advertising.

Every time I go to New York and get in touch with Park Row and Nassau street I am impressed with the idea that those city fellows think they are "the whole thing." They have argued that matter over among themselves, and have convinced themselves.

The country publishers have allowed this thing to go on without a word of objection.

The truth of the matter is that there are hundreds of counties east of the Mississippi in which no daily paper is published. There are other hundreds of counties in which the dailies are so small and trivial that no one, except the general advertiser pays any particular attention to them. In these counties there are almost always strong, well established home print weeklies that are absolutely necessary to a general advertiser who wants to cover the ground.

City dailies for advertising purposes

outside of their own bailiwicks are almost as effectual in most cases as a popgun in a sea fight. I have published papers in four States, three weeklies and two dailies, and the efforts of advertisers in some territories have made me smile. I started to give instances in this article, but one would have no special weight and to give many would take too much room.

Advertisers also, who think they are reaching the rural population by going into "patent inside" papers, fool themselves most beautifully. This class of weeklies are weakly enough, when the advertiser gets a position on the local page, but as they go on the inside pages and the inside pages are rarely opened and never read, the advertising does a lot of good. The fact that they get space there very cheap does not alter the eleemosynary character of the transaction. Such papers have either very poor management or little reason for existence, and a publisher who buys "patent insides" with advertising in them, to my mind, demonstrates such a lack of judgment as to raise a large doubt as to whether his services are of any particular value to anyone.

On the other hand, the county weekly with a staff of forty to sixty correspondents, with paid reporters, in the larger towns in the county, setting from 60,000 to 100,000 cms of new type every week, printing all the court house, official and legal news and made up in intelligible style meets a valid, genuine demand in every township in the county. It is not a town or village paper but a county paper and its expenses require more than village advertising revenues to meet them. There is a goodly number of them that have from 2,000 to 5,000 subscribers each. A list of that kind of papers should be in the hands of every general advertiser in the country.

Country publishers differ as to the best methods of getting and holding circulation.

The *Western New Yorker* at present has a staff of 54 active and township reporters, outside of Warsaw; one of them receives \$150 a year, others less. I make my own paper as good as I can, and when I want more circulation I give the people a chance to see how they like it. I sent letters to 2,000 heads of families, now subscribers, explaining my plan and then sent them the paper free for three months. The results were so satisfactory that I have enlarged the paper again, and am making up my list to send it to every family in the county.

A recent issue of PRINTERS' INK, contained a hard luck story of a publisher whose paper had been going down under him. He is not a good sample. My predecessor on the *Western New Yorker* in the face of the strongest sort of competition nearly doubled the circulation of the paper in four years.

This is one of the counties in which no daily is published. There are, I dare say, hundreds of counties east of the Mississippi that have no dailies. Do you think that such a weekly as the *Western New Yorker* or its rival, the *Wyoming County Times*, under such circumstances is worth of the consideration of general advertisers? It is for

such papers that I speak, they have not only the quantity but the highest quality of circulation for most advertisers.

There is nothing quite so transient and evanescent as the successive editions of an afternoon daily. But every edition helps to build the total of circulation for that day. Half a dozen editions or more, each with a life of 30 minutes or so.

The weekly publisher devotes a week to gathering up the news of a county and giving it all in one edition. That edition goes into large families. For instance the three rural delivery routes out of Warsaw serve a population of 2,300 in 375 homes.

The papers I refer to are found usually in county seats. Occasionally the weekly of largest circulation in a county is found in another town. But when that is the case it argues exceptional merit in the exceptional paper. As a class, however, county seat weeklies are good, strong weeklies and are entitled to classification by themselves.

Geo. P. Rowell & Co. do splendid work for the general advertiser by sifting and classifying advertising media.

They would confer an added benefit by giving such papers a classification, which would enable advertisers to distinguish county papers from township papers and PRINTERS' INK would serve the craft better if, instead of advising energetic weekly publishers to ignore the general advertiser, it would encourage them to merit consideration and then help them to get it.

I believe every advertiser has the same right to know how many copies of a paper his ad goes into as he has to know how many posters his ad goes into, when he orders a given number.

A publisher who can not and will not furnish a detailed statement as to what he has done the past year cannot be relied upon to give any specified certain service the coming year. It is not the past circulation the advertiser buys, but the future circulation.

The vague information on which some advertisers place their advertising makes it evident that there must be a vast margin of power in it to produce the results it does for them.

There is so much vagueness both as to character as well as quantity. For instance, the circulation of the Buffalo and Rochester morning papers in Warsaw. Every paper gets into a business office at the business time of the day. Who reads them? The evening paper never gets into the country except to people especially interested in the market reports. Of the 8,000 families in this county what proportion of them take a daily paper? Less than 10 per cent and they are of the sort that take several dailies and pay the least attention to advertisements. The same thing is true in other localities. It seems to me the weekly papers should be the main reliance of general advertisers in many localities.

LEVI A. CASS,

Publisher of the *Western New Yorker*.

Commenting on the above PRINTERS' INK would say: A county paper is of no more account because it is published at a county

seat than a paper published at the State capital is of account because it is published at the capital.

Albany is the capital of New York State. But an Albany paper is not, on that account, worth any more to an advertiser than another paper, having the same number of readers, issued from Rochester or Troy.

No up-to-date advertiser troubles himself about county lines or even State lines. Railroad routes and circulation are what he studies.

The single county in which no daily paper is published is not of very much importance to a general advertiser, for no general advertiser penetrates into every corner; he contents himself by appealing to people where they congregate in bunches and expects the maid in the backwoods to learn of his wares by means of her cousins who go to the city or have correspondents there.

Because the daily paper is the best advertising medium it does not follow that every daily is a good advertising medium. The country daily with 500 readers is hardly worth a general advertiser's attention, but, for all that, it is worth more for its six issues per week than a country weekly with the same circulation is for its one issue, and generally the weekly asks about as much for its one issue as the daily gets for six.

As a rule, the country paper with a patent inside is better than the one that is all home print. The paper with the patent inside invariably gets a better price for its local advertising than it does after it adopts the home print plan.

The number of country papers such as Mr. Cass has in mind, and as he himself prints, is small. There may be ten thousand country papers in the United States, but it will trouble Mr. Cass to learn the name of half a score that print as many copies as he does.

If third assistant Madden of the Postoffice Department gets on to Mr. Cass' method of obtaining subscribers he will soon have to buy automobiles to take his carriers around, for the United States mails will be closed to him.

THE NATIONAL SCHOOL OF CARICATURE.

A representative of PRINTERS' INK recently had an interview with Mr. Dan McCarthy, the director of the National School of Caricature, which has a suite of offices in the Pulitzer Building, Park Row, New York City. Mr. McCarthy told an interesting story about the way in which he had built up a business by means of advertising in the short space of one year.

"I commenced by advertising among the 'Help Wanted' columns in the *Herald* and other papers," said Mr. McCarthy, "using only five or six lines. I advertised to teach drawing by mail, and I soon began to get quite a number of replies, a fair percentage of which later turned out to be regular pupils. My plan was to send out a prospectus with all particulars of the tuition and costs to every person who answered the ad. I guarantee instruction by mail, in newspaper caricature work, which is the principal and, I may say, the unique feature of this school. I am not aware that there is such another school in existence.

"I will tell you about my advertising first, then about my methods of instruction. Finding that the business grew, my partner, Mr. Burger, and myself decided to extend the advertising still further. We took the same small space in the leading dailies of the country, and even in the British metropolis we use the four principal newspapers. We get on an average from 80 to 100 letters of inquiry daily, and we have over 400 regular pupils whom we teach by mail. The course consists of 35 lessons, and for this instruction we charge \$25 if paid in advance, \$30 if paid in installments. Our pupils are in the United States, Canada, Great Britain and even France and Germany. We arrange the course of 35 weeks so that the 17 weeks of summer shall be for vacations, as most people go away during some part of the heated term.

"By reason of our original method of instruction, we positively

guarantee that any young man or woman with a natural talent for drawing, can, by following all the instructions carefully, conscientiously and accurately, become a competent illustrator and prepare for earning a good income. We write letters of criticism and advice to our pupils, and then, if after conscientious trying, they fail to benefit by our teaching, the amount paid for tuition is cheerfully refunded.

"The course of 35 lessons includes caricaturing, cartooning, sketching from life, the study of original action, decorative designing, lettering, process paper drawing and landscape sketching, newspaper and commercial designing and all branches of illustrating, including wash and crayon drawing. The first lessons are naturally rudimentary—the making of lines, for that is the first step towards learning how to draw correctly. Each lesson, after being done by the pupil, is mailed to us for criticism, and I personally examine it, marking in red ink my comments, adverse or otherwise, so that the pupil may see exactly where he or she is right or where wrong.

"We have only been in business one year, yet there are very many of our pupils who are now drawing for the newspapers and magazines and are on the way to making good incomes. I place a profession in their fingers and they learn it at very little cost. We have men and women of mature years and also boys and girls as pupils.

"Lately we have started a school in our class rooms where pupils may study in person by day or evening and our school is rapidly growing. Here we teach caricaturing from the model—from life itself. We have an average class of twenty-four of both sexes, and while they are at work Mr. Burger and myself walk around and see how the students are progressing, giving advice here, criticising there, and so on. It is our intention to form another class shortly, one that shall be devoted more to mechanical draughtsmanship, water color work, advertisement designing and show card writing and illustrating.

MAIL ORDERS FROM NEW YORK CITY.

The Myrex Music Co., 35 West 21st street, New York, has recently been using elevated cars to advertise sheet music by mail, offering copyrighted selections from the popular "Florodora" at seventeen cents each, or six for \$1. This is considerably cheaper than the regular price at stores, and the offer is fully entitled to be called "exceptional." Regarding the willingness of New York people to order by mail, a representative of the concern said:

"City folks are no different from their country cousins in ordering by mail when the proposition is an attractive one. We offer them something they want at prices that are a strong inducement, and they are not backward about sending in orders. Many of them come in, however, and though we do not care to sell direct, we cannot turn them away. Our cards in the elevated cars are an experiment, and we have not used them long enough to know whether they will prove a profitable mail order medium. Ward & Gow are interested in the experiment, and we have taken the space upon a basis which permits us to test it economically. So far it has not proved as profitable as magazine space. We are in several of the monthlies—*McClure's*, *Leslie's* and others—and find those mediums infinitely cheaper. Magazine space has been very profitable to us, and we are going into many more mediums in the fall, when people begin to get back to their pianos. We key everything, and it was through replies to our magazine ads from city people that we were led to try this elevated scheme. Yes, city people answer mail order ads in the magazines, and understand the system thoroughly. Their facilities for buying money orders and stamps are much better than those of people who live four or five miles from Nowhere. Our first cards in the cars were rather ambiguous, and now that 'Florodora' has left town we have put out another set that may bring us better results. They contain less matter, are set in large type and are

plainer in every way. As a hard business proposition the space has not paid during a month's trial, but as an experiment it is still very much alive, and we are going to follow it up until it definitely proves profitable or the opposite."

Good enough for anybody!



**"FLORODORA" BANDS are of same
value as
"SWEET CAPORAL" Cigarette Box Fronts.**

THIS AD APPEARS IN THE NEW YORK "TIMES" ON FOUR DIFFERENT PAGES OF THE SAME ISSUE. THE CUMULATIVE VALUE OF THIS PLAN IS CERTAINLY APPARENT AND PROBABLY MORE EFFECTIVE THAN A SINGLE INSERTION IN FOUR TIMES THE SPACE WOULD BE.

ADVERTISING TO ALLAY PREJUDICE.

The Moneyweight Scale is a modern weighing mechanism for retail grocers and butchers which automatically computes and instantly shows not only the weight of any quantity of merchandise put upon it, but the price as well, of pounds and fractions of a pound, at any rate per pound. Not only does it simplify the retailer's work, but the customer is able to tell prices at a glance. The scale is also highly accurate, and has devices whereby it weighs more exact quantities than scales of the older type, thus preventing the losses that formerly came of "jiggering" and slight overweights.

During the past fifteen years this scale has been thoroughly introduced in the West and in some sections of the East, but although a New York office has been maintained for the past four years, no attempt had been made to systematically canvass New York City until last year. New agents were sent out through the city until they became accustomed to the work, and were then transferred to New England. Six months ago, however, the Computing Scale Co., of Dayton, O., sent Mr. E. E. Meeker to New York to open a systematic campaign. Lists of retailers were obtained from addressing companies and the city directory, and circular letters were sent out, accompanied by descriptive literature. Fair results were obtained at the outset, but it was soon found that New York retailers did not take hold of the apparatus so readily as those of smaller cities and country towns. An investigation soon revealed the reason. In the densely populated foreign quarters, and in all but the better residence districts, in fact, it was found that grocers' and butchers' customers did not understand the principle upon which the scales worked. Consequently there was distrust, and several silly yarns were set afloat in which the apparatus figured as an invention which helped retailers cheat in weight. The same prejudice had been encountered in Chicago, but

the adverse sentiment in New York was so great that retailers in many parts of the city did not dare oppose it.


It was clear that this ghost must be laid before operations of any magnitude could be attempted, and after considering the matter carefully Mr. Meeker decided that advertising matter must be used to explain the scales to the buying public. Space in New York elevated cars was taken, and cards were printed which showed the principle of Moneyweight Scales. No system of checking was possible with advertising of this nature, but after six months' use of the cars the company finds a decided change of sentiment toward their apparatus, both on the part of buyers and retailers. No other mediums have been used to reach the masses, and the cars have demonstrated their capacity to spread information to practically all classes.

For the encouragement of retailers two scales were given away by a novel plan, one in Manhattan and one in Brooklyn. Plain shipping tags, bearing a string and the following matter were sent out to retailers on the company's lists:

This card was attached to a Computing Scale, but not knowing the kind you prefer we thought it best to send the card without the scale, and have you return it to our office in person and attach it to the scale you like best. We are going to give away a scale, and you may get the one you like best free of charge.

Large numbers of retailers visited the company's offices, 52 Franklin street, and each was given a numbered coupon. The different styles of scales were shown by experienced demonstrators, and the retailers were greatly interested in them. The drawing for the two which were given away was supervised by the Retailers' Association, and served the purpose of bringing many dealers into its membership. Richard Umgeter, 875 Amsterdam avenue, New York, and John Hastie, 41 Columbia place, Brooklyn, were the winners in the drawing.

NEVER put a promise in your ads that you do not mean to fulfill—to leave out your ad would work less harm.—*White's Sayings.*



You Buy Drugs

And medicines, we know, but do you know us? Do you know we can save you money on every bottle you buy? We won't talk much—just quote prices on straight, honest, standard goods and we never substitute. What do you think of these? And there are many more at this store:

Peruna.....	65c
Mull's Grape Tonic.....	50c
Pinkham Compound.....	75c
Castoria.....	25c
Pierce's Prescription.....	75c
Mellin Food, large.....	60c
Horlick Malted Milk.....	40c
Horlick Malted Milk.....	80c
Elder Flower Cream.....	25c
Vinol.....	\$1.00
Razor Back Corn Cure.....	15c
Syrup of Figs.....	40c
Coke Dandruff Cure.....	65c
Danderine, small.....	15c
Danderine, medium.....	35c
Danderine, large.....	65c

The Diamond Drug Store,

904 MAIN ST.

Federmann & Haller, Proprietors.

THIS AD HAS VIRTUE AS WELL AS BEAUTY. NOTE THE UNDERScoreD WORDS. THEY ARE REMARKABLE. TAKEN FROM THE KANSAS CITY "JOURNAL."

HOW TO PREPARE A MANUSCRIPT.

In preparing manuscripts use plain white paper and good black ink. Don't use paper that is flimsy or transparent or so spongy that the ink is likely to blur, or sheets that are of different sizes or that have been torn out of a notebook and left with the rough edges untrimmed. The two sizes of sheets that are most generally used are commercial note and letter paper. If you have to send out hand-written copy, never write it in pale ink or in lead pencil, or in back and, which, as a rule, is extremely difficult to make out. Cultivate a round, clear, good-sized, almost vertical hand, and form the habit of leaving a wide space between the lines. Write,

of course, on only one side of the paper, and if you find near the end that you are going to run a few lines over what you thought would be the last sheet, don't squeeze the final lines together at the bottom of the page, or write them on the back of it in order to save another sheet. In both hand written and typewritten copy leave a margin of at least an inch at both sides of the sheet, as well as at the top and bottom.—Franklin B. Wiley, in the April Ladies' Home Journal.

ONE dissatisfied customer may not seem of much importance in a day's busy happenings—but the consequences may be far reaching in undermining your trade.—White's Sayings.

THE INTERNATIONAL COLLEGE OF LANGUAGES.

Had it been suggested but ten years ago that a college could have been established whose pupils were to be obtained entirely through advertising, that these would have responded by the tens of thousands annually, that instruction by means of the human voice would be given though these scholars were distant thousands of miles from each other and the teacher and scattered in every direction, the suggestion would have been deemed a fanciful dream.

Yet this has been one of the accomplishments of the end of the nineteenth century, and the beginning of the twentieth finds the International College of Languages closing the roster of the first million of scholars, to whom it has taught the French, German and Spanish languages.

To learn about the advertising which has accomplished these results, and is continuing them, the representative of **PRINTERS' INK** called at the offices of the institution, in the Park Row Building, New York.

Its founder, Dr. Richard S. Rosenthal, referred him to the advertising manager, Mr. W. R. Rey.

Mr. Rey in briefly outlining the history of the College stated that, though the College as such had only been established in 1889, Dr. Rosenthal had for twenty-five years been conducting the teaching of foreign tongues upon partly the present basis, depending during the entire period for the obtainment of pupils on advertising. In 1872 he had been appointed general interpreter for the city of New York. Almost immediately discovering that though he understood the grammars of about twenty languages, and could readily read and translate them, he could sustain conversation but indifferently in almost all, he began to develop his system.

After a few years he began teaching a few of these languages, according to this system, and then to publish books based upon it. These books, now widely known throughout the whole world as the

Meisterschaft system, have in their turn given way to later works, founded upon the riper experience of their author. The latest revision, brought out as the "Common Sense Method of Practical Linguistry," are the textbooks of the College, and used in connection with the phonograph and the graphophone, are teaching the scholars of the College, not only in all parts of this country but in many places abroad. "Although," added Mr. Rey, "the advertising previously done by the Doctor brought him pupils without number, and the results were mostly satisfactory, it was only through the perfection of these instruments and their adaptation for the especial purpose of teaching foreign languages, that the establishment of a college upon the present basis was possible, and the present advertising proved so effective."

"What were the old forms of publicity?"

"Advertising in all the standard publications. We used many of them for years, and the result was a steady demand for the works. We gradually discovered that the great drawback lay in the fact that no studying by means of books could supply the proper pronunciation, and that there were other disadvantages. So casting about, we struck upon the idea of the graphophone. Through its aid we entirely revolutionized the old methods of home study, perfecting a new way to make records, with the aid of the great inventors, Edison and Bell. Thereupon the new company was incorporated. When everything was in readiness a vigorous campaign of advertising was started, for the incorporators appreciate that the life of the enterprise is wholly dependent upon advertising."

"You appeal to the wealthier classes?"

"By no means. We appeal to the entire public, particularly to those who are anxious to improve their opportunities in life. I need not point out how useful the knowledge of an additional language is to all, and we give pupils a practical, speaking mastery in a

few months. When I mention that up to date we have taught more than 876,000 pupils, you will appreciate how unrestricted our field is. In our advertising we endeavor to reach the young men, travellers, students in business and classical colleges, business men, their clerks and the home. We began with full pages in a list of magazines, and large copy in some of the illustrated weeklies. Simultaneously we also took liberal space in some of the New York dailies. We made it a practice of keying from the outset, using a number scheme. We received immediate and large returns, some of the advertisements from the start paying as much as \$7 for \$1. The first month's advertising gave us a list of more than two thousand names. Of these fully fifteen per cent, or an average of more than one in seven, became scholars of the college. With such favorable returns we nevertheless quickly discovered that our outlay for space was unnecessarily large. While the full-page advertising was profitable, we felt confident that half the space would yield equal results. So we reduced, later on taking but quarter pages. We are now using such constantly, and find them fully as effective."

"In connection with your general advertising, do you do any supplementary work?"

"We are beginning to circularize to a large extent. As between circularizing and advertising, up to the present we find that the latter has brought the largest amount of returns. But it looks to us as though the former will, in the end, prove much the more profitable. We believe that our circulars are the strongest presentations of their kind which have ever been presented, and this is undoubtedly why they prove so effective. We forcibly state the value and importance of knowing a foreign language in addition to one's own, particularly because of the added opportunities arising out of the openings made by and through our newly-acquired territories. Then we also lay special stress upon our new process of making

the language records. Quoting from one circular, we state that 'we bring to your home an actual, almost living instructor, who speaks to you clearly, distinctly, slowly, deliberately, or rapidly and continually, just as you wish; repeats twice, ten times, a thousand times, if you so wish, till you have mastered the lesson. He never tires, becomes impatient, gives you ten minutes or ten hours, charging no more for hours than minutes. You may have his sole attention or may share instructions with others. No arduous, discouraging efforts are necessary. Study at spare moments, etc., etc.' Incidentally, many classes have been formed, the system as efficient thus as in teaching singly. We only use three circulars. If the first has not been effective, after a judicious interval, we 'follow up' with a second one, and again with a third. We have succeeded in acquiring superior lists. We send our literature under first class rates, believing this added expense well worth the difference. One effect of our advertising, a result that we made no effort for, was to bring us all the solicitors whom we have in the field. People seem to have found our proposition so attractive for personal solicitation that we have thus found good agents in every community in which we wished to be thus represented. We shall probably continue to advertise in publications steadily, gradually adopting the lessons that further experience teaches. And we shall also continue the circularizing, for we already know that it will bring us clients right along. You see that there is practically no limit to the number of students we can handle. The time may thus come when we are teaching a hundred thousand—a quarter of a million simultaneously."

BECAUSE the other fellow doesn't advertise is the very reason why you should—people usually trade with the firm which shows the most enterprise.—*White's Sayings.*

THE man who knows the least about advertising is the freest with his opinions on the subject—the one who knows only talks on a cash basis.—*White's Sayings.*

THE RIGHT PEOPLE

AND

THE RIGHT WAY TO REACH THEM.



The highest compliment possible was that paid to the readers of The Buffalo Express by the American Newspaper Directory when it accorded The Express the bull's-eye "quality" mark, . . . it said then: "Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed."



A thoroughly equipped Educational Department, maintained by The Express, is the guide of parents thinking of sending their children to preparatory schools, and of young people planning special courses. In this department the literature of its advertisers is kept on file, and distributed with courtesy and intelligence.



Among the very best specimens of literature advertising educational institutions are those done by the Matthews-Northrup Works, the associate of The Express.



Books by them are made right. You cannot do better than to lay your whole advertising and printing needs before them, that they may submit suggestions and designs. Matthews-Northrup books are written in brilliant and comprehensive style, illustrated with master art, printed to perfection, and bound in novel and sumptuous form.



There can be no argument more convincing than an announcement in The Express, followed by a book done by the Matthews-Northrup Works, the Complete Press.



For sample copies, information, and figures regarding The Express, address W. M. Ramsdell, Publisher The Express, Buffalo; or N. M. Sheffield, Eastern Agent The Express, Tribune Building, New York.



For literature with an idea perfectly executed, address E. A. Kendrick, Secretary Matthews-Northrup Works, Buffalo; or Edward Everett Winchell, Art Director Matthews-Northrup Works, Madison Square Garden Tower, New York.

The Story of an Advertising Contract

The Washington *Star* occupies a quarter of a page in PRINTERS' INK, with the specifications that it shall be the only advertisement on the page and always opposite a full page of reading matter. The price paid for the service is \$1,625 a year, or \$31.25 each issue, being at the usual 25 per cent advance over the ordinary rate always charged for a special position when granted.

Since the *Star* contract has been running there have been applications from other papers for a similar place and position, and a consideration of these has brought prominently into notice the fact that PRINTERS' INK cannot accommodate very many advertisements under the same conditions, inasmuch as they require seven times as much space for reading matter, while the plan of the paper contemplates a substantial equality—that is as much space devoted to advertising as to reading matter. With a smaller proportion of advertisements the publication of PRINTERS' INK would not be as profitable as it ought to be.

It sometimes appears that what cannot be had is precisely what an applicant cannot possibly get along without; and PRINTERS' INK

has been tempted to duplicate the Washington *Star* contract by offers of a price and a half, and in one case an offer of two prices, or \$3,250, for the service.

The applicants for the space have been papers of the highest class. Among them may be mentioned the *Pittsburg Times*, the *Indianapolis News*, the *Kansas City Star*, the *Chicago Record-Herald* and the *San Francisco Examiner*—every one a paper that it pays a reader of PRINTERS' INK to know about.

The conclusion had been arrived at that no similar contract would be made and if the Washington *Star* contract should be allowed to terminate when it expired by limitation that should be the end of contracts with the specifications appertaining to this one.

The *Star* contract did expire with the issue of April 2d, and in that of April 9th its position is used by PRINTERS' INK itself to exploit an interesting characterization that had recently appeared in the *Wichita (Kansas) Daily Eagle*. It is reproduced below, partly for the sake of directing attention to its wording and partly because it illustrates the space occupied by the *Star* advertisement which is the subject of this article:

PRINTERS' INK is now and for the past twelve years has been the recognized authority on good advertising, not only in the United States, but throughout the civilized world. It has been and is now the adviser for the world's most successful business firms and large advertisers.

—*Wichita (Kansas) Daily Eagle*, Feb. 26, 1902.

Now it happens that from among the papers that have thought of duplicating the Washington *Star's* contract with PRINTERS' INK only one, the *Pittsburg Times*, has been persuaded to use any other space or position. And as they are all papers that are of prime importance in the advertising world the Little Schoolmaster, as PRINTERS' INK likes to be called, is naturally anxious to secure their announcements for the benefit of his classes.

With that object in view an offer was recently formulated and made known to a small number of papers of an extra high class, giving each the privilege of using a quarter-page space in PRINTERS' INK on a page always opposite a full page of reading matter, but varying from the Washington *Star* contract in two particulars. It was specified that there may be three other quarter-page advertisements on the same page and that each advertisement should be set in space of half a column instead of across two columns. The space had in mind is illustrated by the advertisement of the *Jersey City Journal*, here shown, which has appeared in PRINTERS' INK with much regularity for many years:

Should the four excellent papers named above, that

The Evening Journal

Jersey City
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

Circulation Averages

1899,	1900,	1901,
14,486	15,106	15,891

1902, 17,160

The American Newspaper Directory awards the mark ®® for quality of circulation.

are not yet accommodated with space in PRINTERS' INK, agree to avail themselves of what is offered, or if one, two or three of them should, and allow the remaining space to be occupied by some other paper equally or almost equally deserving, and if the four take pains to change the matter weekly, the composite page will become one of the most conspicuously attractive that appears in PRINTERS' INK.

The appearance is indicated by the design here shown on the opposite page.

* * *

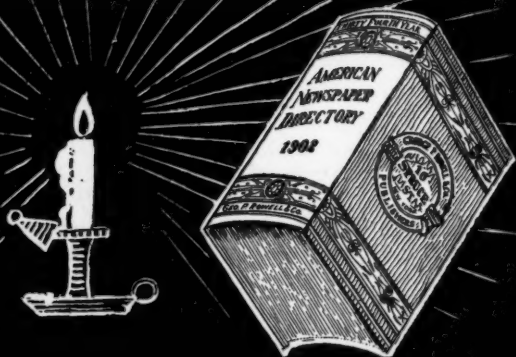
In closing this rather wordy communication on the subject of advertising in PRINTERS' INK, it may be proper to mention that the contract which has awakened so much interest—viz., that with the *Washington Star*, and which expired with the issue of April 9th—was renewed after one week's omission and takes its place again in the issue for April 23d. The *Star*, being such a good paper and such an old customer, PRINTERS' INK has not the heart to refuse it anything it might ask for, except perhaps a variation from the price. That is something the *Star* itself will not grant and that PRINTERS' INK never has granted.

Kansas City
STAR

Chicago
RECORD-
HERALD

San Francisco
EXAMINER

Indianapolis
NEWS



It is not a pleasant thing to say, but it is nevertheless a fact, that in no sphere of activity of a pseudo respectable character is there more fraud practiced than in the newspaper advertising field. The publisher claiming to sell the advertiser 10,000 circulation can sell him 5,000 or 2,000 and can prevent him from knowing what he is getting for his money.—*Terre Haute Daily Tribune*.

The Terre Haute, Ind., *Daily Tribune* printed the above editorially on March 20, 1902. The *Tribune* is one of the long list of honorable papers which court the investigation of their circulation and facilitate the work of the American Newspaper Directory.

The 1902 edition of the Directory has just left the press. It is a total revision of the whole North American press to date. The light of experience and practical application has guided the publishers in the latest compilation of this standard work for advertisers everywhere.

1,744 PAGES. CLOTH AND GOLD.
\$5.00 PER ISSUE.

GEO. P. ROWELL & CO., Pubs.
 10 Spruce St., New York.

VIEWS OF A SUCCESSFUL ADVERTISER.

In no business is the use of "printers' ink" needed more than in the poultry business. Some twenty odd years ago I placed a small breeder's card in one of the leading poultry journals and received such gratifying results from it that I at once saw that if a small advertisement would pay such large returns a larger space would pay me equally as well. This idea caused me to come to the conclusion to try a four inch ad. Then I increased it to half a page and now to a full page ad, all of which has paid me handsomely. In advertising fancy poultry the main point is first to have something to sell that the people want, or better, by constant advertising, to make people want what you have to sell. I have quite recently received letters from people saying they had for years read my advertisement in such and such a paper until now they were convinced that I had the best, and therefore wanted to place their order with me. This was a case no doubt where the first time the writer saw my ad he paid little attention to it, yet no doubt there was something in it that struck him somewhere or he surely would not have followed it up for several years. After his first reading the advertisement he surely looked for it in each issue of the paper, and every time he read the ad it convinced him more and more that I had for sale just what he wanted.

I have always found it a good plan first to make a demand for your goods. To do this you have to advertise. Write the ads in a plain, convincing manner, impressing on the mind of your reader that what you say is strictly true, and never say anything you cannot prove to be facts if called upon to do so. It is folly to ask the publisher to place matter enough for a full page ad in half-page space. It is far better to say less and display it well and write it in a convincing manner. It is poor policy never to change the reading matter of an advertisement. Readers of advertisements like a change, just as they do at the table.

I have also had the fact thoroughly demonstrated to me that large space pays better than small space. True, it costs more money, but the returns are greater in proportion. I always made it a rule when business began to go slow to increase my advertising space. No boiler will make steam without fire; so when the fire dies out the steam will get low. It is the same with the poultry business. When you find the sales diminishing add on more space and see the sales increase.

This is a great age for illustration, and the halftone is one of the most striking features in advertising. It is cheap, it gives positive facts about your fowls and is very profitable. A good halftone made from a good photograph will surely prove a paying advertisement, while a poor photograph halftoned will drive business from you. I at one time tried cartoon advertising, but was soon convinced poultry people were not looking after boot blacks, but

chickens, so ever afterwards I use chicken halftones for poultry advertising.

Another point in successful advertising is always to have your name where it will be seen, and connect it with the breed or goods you have to sell, so if the reader sees one name in bold type the first thing that comes to his mind is the breed you have; or if he sees the breed mentioned he will at once think of your name, and being constantly "jogged" by these two points when he is ready to place his order it is very likely to come your way.—*Agricultural Advertising.*

A NEW FAD.

It is the latest fad of commercial travellers to register the names of the cigars they are selling instead of their own names. As many cigars are named after persons of fame, it is sometimes productive of grave mistakes. A man looking for a prominent actor, pugilist, politician or author will find the cigar drummer.

Some of its salesmen have had stamps bearing their advertisements to affix to hotel registers.

Within a few months the hotel register will probably read like this:

"Take Bill's Pills."

"Use Dodo for sore lips."

"Smoke Young Fitz-Jeffries."

"Dark's Fast Black Hose."

"Squeezem's Corsets."—*Denver Republican.*

WON BY WORKING.

(After Tennyson—a long way.)

His arms across his breast he laid,
He looked, oh, so supremely wise,
And 'spite all pleadings sternly said
That he would never advertise.
With honeyed phrase the agent plied
A score of specious arguments
(And can an agent be denied,
Who caters for advertisements?).
As shines the sun in cloudless skies,
So beamed upon his face a smile,
He praised the man who looked so wise,
He used each little trick and wile,
He praised his wares, he praised his store

(He told a multitude of lies!)

And then—the other promptly swore
That he would surely advertise!

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

ARRANGED BY STATES.**PORTO RICO.**

L A BRUJA, Mayaguez, P. R. Established 1896. 2,000 copies daily. Published every day, Sunday excepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

CANADA.

CANADIAN ADVERTISING is best done by **THE DESBARATS ADVERTISING AGENCY**, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CONSULT

Gordon & Gotch

On British and Foreign Advertising.
St. Bride St., London, Eng. Founded 1853.

"The Most Plain and Practical Book Published."

HEALTH AND STRENGTH

OR EVERY MAN HIS OWN PHYSICAL DIRECTOR.

Drills and exercises by the best known authorities on Physical Education. A book that every person should read. Endorsed by the leading Physical Directors in the country. Price, 25 Cents by Mail. Published by **HARRY C. HOFFMAN**, Physical Director Y. M. C. A., Harrisburg, Pa. Agents Wanted Everywhere. A chance for any enterprising young man.

The Evening Journal

Jersey City
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

Circulation Averages

1899,	1900,	1901,
14,486	15,106	15,891

1902, 17,160

The American Newspaper Directory awards the mark ® for quality of circulation.

TRENTON TIMES

TRENTON, N. J.

CIRCULATION:

Year, 1900..... 8,334
1901..... 10,841
30% increase.

January, 1900..... 6,264
" 1901..... 9,184
" 1902..... 12,666

38% increase in one year.
102% increase in two years.

Usurps the field of all New York, Philadelphia and local papers. Larger circulation in New Jersey than any morning paper whatever, and than any evening paper south of Jersey City. Covers over thirty-five towns in Delaware River Valley and Central New Jersey.

COME TO US

If You Want Your Printing Done "Just Right."

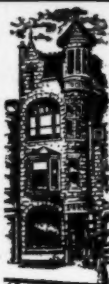
We only do one kind of work, the best we know how, and that is why our work proves so satisfactory. We write, design and print advertising literature of every description and it never fails both to please and benefit. Send us your next job of printing and make us prove everything we claim.

PRINTERS' INK PRESS, 10 SPRUCE ST., NEW YORK.

RI-PANS

I have been a great sufferer with piles for years, and I have tried everything I heard of, and have been in the hospital at times. I have had bleeding piles and felt terrible. An aunt of mine came from the country to see me and she made me take Ripans Tablets. I first took two four times a day, then I took one at each meal, and then one every day. At the end of two weeks I felt a great change. I thank Ripans for relieving me of all I suffered.

At druggists,
The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



Contract and Expand

You contract with us to expand your business—and we can do it. The amount of advertising carried shows that the results are there. Shrewd advertisers of national reputation are not spending their money foolishly. You see them all in the

Chester Times

year in and year out.

Guaranteed circ'n over 7,500 copies daily. A sworn statement if you wish it.

Wallace & Sprout, Pubs., Chester, Pa.
NEW YORK REPRESENTATIVE
F. R. NORTHRUP, 220 Broadway.

The Memphis Evening Scimitar

THE EVENING PAPER OF MEMPHIS

Guaranteeing, by sworn statement, a daily average circulation of 17,040. Is the only afternoon paper published in Memphis, a city of over 102,000 population; eleven trunk lines of railroads, and situated on the bank of the Mississippi River, thus makes Memphis the distributing point for the Southwest and an excellent advertising field.

FOR ADVERTISING RATES ADDRESS

41 TIMES BUILDING
NEW YORK

R. A. Craig

87 WASHINGTON ST.
CHICAGO

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

In school advertising there's a happy medium between the stilted and extremely dignified announcement of the preparatory school, and the whoop hurrah style of the average business college or correspondence school which promises or seems to promise the impossible.

The former falls far short of the possibilities, failing, through fear of losing dignity, to state its advantages in a forcible and convincing way. The latter nearly always overdoes the matter by leading the possible student to think that the business world is anxiously awaiting his advent as a bookkeeper, stenographer, adwriter, etc., and that simply to be known as a graduate of that particular school is to be assured of a salary of from twelve hundred to five thousand dollars, right from the start.

Of course, different schools should be advertised in different ways; what would be good advertising for one might be very poor advertising for another. But there's no use in going to either of the extremes I have mentioned.

It's all right to point to graduates who have been successful, but it isn't necessary to claim all the credit for such successes. It's quite proper to intimate that your school has a reputation which gives a standing to its graduates, if that is the case. None of these things are undignified if properly done.

There should be a booklet, too—a well written booklet, well illustrated if there is anything about your school worth illustrating.

That booklet should be of a character and make-up befitting your school, and it should tell the whole story from methods of instruction down to the smallest detail that is likely to interest and favorably impress the reader.

Make a few points at a time in your ads, and advertise the booklet every time.

With the Coming Hot Weather

which will be here in earnest very soon, wash goods will be wanted, shirt waists must be made, cool, comfortable gowns made ready, children's clothes planned for the hot days—they are getting nearer and nearer.

Our lines of wash materials offer choice for each and every known want or need. Not another such showing of kinds and qualities anywhere hereabouts.

Have You Moved?

This being the time of changes, perhaps you have moved, are going to house-keeping or going to "fix up," In either case you'll have need of a place like this. We do anything from furnishing of a house complete to repairing of furniture or laying old carpets.

The store is full of all the newest that the market affords—full to overflowing, and still it comes, no scarcity of anything. New goods are being added each day, something doing all the time at the big store, and we're saving money for every one that spends a dollar with us.

Summer Underwear Soon a Necessity

Without saying anything about the present weather, there'll soon be a time when you'll be hustling about for the lightest kind of underwear.

Our stock of these wearables is one of the most complete in town.

Take a certain style, for instance; we've five different qualities, ranging from good, honest garments to the best French products. Another thing: If you're short and stout that is no bar to perfect fitting. We have 'em built that way, and it's not alone the case with this one style, for there are dozens of others to select from.

\$alaried Situations Secured

by bright young men and women, who prepare for business at our school. There never was a time, before when we could so readily secure situations for competent students. There is a constant demand for capable, well-trained young people in bookkeeping, office methods, shorthand, typewriting, etc., that we sometimes find difficulty in filling.

The times are unquestionably better and will continue to improve, and those who now qualify themselves thoroughly for business can be assured of success.

This is the best time to attend. Special attention and rapid at this season. Summer school during July and August. Write for particulars.

Don't Be Tied Up for Lack of Education

We have an opening for a young man in the office of a large manufacturing concern. You could fill it if you knew how to do the duties assigned. We have a call for a shipping clerk in a wholesale drug house. You could fill it if you had the proper training. The president of one of Hartford's best banks asked us this week to be on the lookout for a bright young man for assistant teller. We could recommend you if you had the qualifications. A telephone message just came in and a man stenographer is wanted in one of the head offices of the N. Y., N. H. & H. R. R., if only you had the education we should be glad to send you.

We can train you in a short time and at small expense. Make up your mind that you can secure the necessary education, write to us for a catalogue and information, save up a little money in advance and almost before you are aware of it you will be in an enviable situation in the office of one of Hartford's leading merchants, banks, insurance or manufacturing concerns.

Hundreds of others have done it, why can't you?

\$15—That's the Price

for a fine custom-made dark blue serge suit for spring and summer wear. It is lined throughout with imported farmer's satin—all silk sewing. Perfect fit is guaranteed.

Owing to our purchasing cloth in large quantities we are enabled to take advantage of the trade discounts, and this saving is given to our customers.

Convincing.

New Dollar Shirts For Men

Every man, particular about the matter of shirts, is thinking now about exactly such shirts as these—but he is expecting to pay a half dollar more for them. The materials are high-class percale and printed madras, in sixty-seven varieties of patterns and color combinations. Made by one of the best factories in the country—smart, stylish, good-fitting shirts, beautifully laundered. \$1 each—not matchable for less than \$1.50.

For a Clothier.

"There's one thing I admire about your clothes—they keep their shape," said a customer the other day.

If you could see how persistent we are you would understand why the clothes keep their shape.

You are hard to please, say some makers. True, we are; but we'd rather have these little tilts with the makers than have them with our customers. Think we're right?

Your money back without a word.

Don't Overlook the Importance of Descriptions—Especially in Dry Goods Ads.

Silk Petticoats Brilliantine Waists

The Silk Petticoats, prime requisites for the perfect spring costume, are here in a multitude of charming new tints and effects that will impel every woman to indulge herself. No reason why she shouldn't, either—prices are extremely moderate. Astonishing what \$5 will do in the way of purchasing one. Prices run to \$31.50.

Special Editions

OF Printers' Ink

**To all Newspapers printing 1,000
Copies or more**

PRESS-DAY, APRIL 30

**To all Members of the Association
of American Advertisers**

PRESS-DAY, MAY 7

**To all Members of American News-
paper Publishers' Association**

PRESS-DAY, MAY 14

**To all Members of the Proprietary
Association of America**

PRESS-DAY, MAY 21

THE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the little Schoolmaster in the Art of Advertising. The special issues of PRINTERS' INK can be used by the high grade and first class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

ADVERTISING RATES.—Page, \$100; half-page, \$50; quarter page, \$25; line, 50c. or if classified, without display, 25 cents.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that PRINTERS' INK is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

ADDRESS ORDERS TO

Printers' Ink 10 Spruce Street
NEW YORK

Special Rates for Schools and Colleges

DES MOINES DAILY CAPITAL

DES MOINES, IOWA

Daily Established 1882. 2c. a Copy; 10c. a Week.

IN EFFECT MARCH 31, 1902

RATES

13	insertions of one-inch card	\$5.46
26	" " " "	10.92
39	" " " "	16.38
13	" " two-inch	10.92
26	" " " "	21.84
39	" " " "	32.76

Additional space pro rata, the above being figured at the rate of 42 cents an inch flat.

NOTE.—The Capital is a six-day evening newspaper. If the ad runs but once a week, Saturday is the best day.

CIRCULATION

It has been verified by the Association of American Advertisers and guaranteed to exceed 20,000 daily.

EASTERN OFFICES

New York Office 153 World Building
Chicago Office 87 Washington Street

ALL

advertisers who desire to
cover the Chicago field
must

USE

the paper that is read in the
homes of the people,

**The
Chronicle**

It covers Illinois, Wisconsin,
Iowa, Northern Indiana
and Southern Michigan.

Like No Other Paper

THE MAGAZINE OF MYSTERIES is the only paper in the world of its kind. It is a spiritual paper, full of hope, guidance, help, cheerfulness and comfort, an optimistic paper that appeals to mankind, irrespective of religious creed.

That it is on right lines is shown by the circulation having reached fifty thousand copies at the end of the first twelve months, and its beginning was most modest.

It is taken by men and women who think for themselves, who are intelligent, bright and investigating, who do not pass an idea simply because it is new, but who stop and investigate. They are not bound by prejudice or bigotry.

THE MAGAZINE OF MYSTERIES

These people are the best in the world for an advertiser to reach who has an article of merit and who can put it before them in the right way. That they have the money to buy what they want cannot be disputed.

Get in touch with these people. They are liberal buyers. Only high-grade advertisements solicited.

No medical, tobacco or liquor advertisements or advertisements of irresponsible concerns taken.

For Rates and Further Information, Address

THE MAGAZINE OF MYSTERIES

22 NORTH WILLIAM ST., NEW YORK, N. Y.

A Class By Itself

Over 1,000
columns
gained!



Such is the result obtained when the amount of advertising carried by

THE TOLEDO TIMES AND THE TOLEDO NEWS

during the first three months of 1902 is compared with that printed in these papers during the same period of 1901. In other words,

The Times Gained 1,213 Columns

The Only Morning Paper in Toledo

The News Gained 1,062 Columns

The Only One Cent Evening Paper in Toledo

Detailed figures for each month will be furnished on application.

This Remarkable Increase of Business Means

that advertisers who have had a full year's trial of **The Times-News** combination are going after more of what they now know is a good thing.

It ought to convince advertisers who have attempted to cover **Toledo** without **The Times-News** combination that they should recognize a change in newspaper conditions and hereafter take advantage of what is proved to be the best advertising proposition in that bustling, growing Ohio city.

**NEW YORK, 150 NASSAU STREET
VREELAND-BENJAMIN SPECIAL AGENCY**

**CHICAGO, 112 DEARBORN STREET
HORACE M. FORD**

OVER THE WIRE

One day last week I was called to the telephone by the publisher of a large daily newspaper in Minnesota, who was sojourning at the Waldorf-Astoria Hotel, in my city, to furnish prices on news ink. I quoted 4 cents per lb. in 500 lb. barrels, f. o. b. New York, cash with order. This rather amazed him, and he asked what reduction I made for orders of one to three tons. I answered *no reduction*, and he immediately went off his handle and accused me of catering to the small buyers and completely ignoring the larger ones. I politely informed him that it was not a question of credit or rating with me, but 4 cents was my minimum price, and the largest consumer in the world could not get my news ink at a lower figure, and would have to plank down the cash in advance just the same as the little country publisher who operated a Washington hand press. The receiver was hung up and I lost the order. Eight years ago this same publisher could not buy his news ink for less than six or seven cents a lb., and would not be much better off to-day had I not started my crusade against high prices. I sell only one grade, and that is the best. When it is not found as represented, I cheerfully refund the money, also the transportation charges. Send for my price list of job inks.

ADDRESS

Printers Ink Jonson
17 SPRUCE STREET, NEW YORK

The Sworn Average Circulation

of.....

THE 
PHILADELPHIA

INQUIRER

during the month of March, 1902, was

178,648 Copies Daily
166,932 Copies Sundays

This is a gain of more than Ten Thousand copies a day over the corresponding month last year.

This enormous circulation, going as it does right into the homes in and around Philadelphia, represents an immense purchasing body, and this accounts for its high reputation among the advertisers, and the fact that it

Prints More Advertising Than Any Other Newspaper in the Entire United States With One Exception.

THE PHILADELPHIA INQUIRER

1109 MARKET ST., PHILADELPHIA, Pa.

NEW YORK OFFICE
Tribune Building

CHICAGO OFFICE
Stock Exchange Building